Advances in Travel Philanthropy

Raising money through the travel and tourism industry for charitable purposes

WTM Responsible Tourism Day Report 2 2009

This report was produced for the WTM World Responsible Tourism Day by Harold Goodwin & Lucy McCombes of the ICRT\(^1\) & Claudia Eckardt of Cinnamon Consulting\(^2\)

*Commissioned by the World Travel Market, this report examines the status of travel philanthropy, and contributes to the understanding and knowledge of this diverse and rapidly growing activity. The report draws on an online survey conducted by Cinnamon Tourism Consulting Ltd; and internet based desk research and telephone interviews with key informants.*

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\(^1\) International Centre for Responsible Tourism, at Leeds Metropolitan University
\(^2\) Cinnamon Tourism Consulting Ltd.
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Appendix A: Travel philanthropy donations identified through research for this report.
1 Executive Summary

1.1 What is Travel Philanthropy?
You can assist your guests, clients and passengers to give back to the places they are visiting or have visited; providing a valuable service and adding to your reputation in the market and in the destination. Increasingly businesses in the industry are taking up this responsibility. Recognising that clients expect it, that staff take pride in companies that do this, and that it contributes to fulfilling the corporate social responsibility agenda.

Travel philanthropy refers to the donating of money, in-kind resources (office equipment, flights, accommodation) or time (mentoring or volunteering), occasioned by or facilitated by travel.

Travel links the relatively wealthy, in time and money, with the less economically wealthy. The opportunity to engage and make a difference brings with it a responsibility to do so.

The travel and tourism industry is already doing a great deal to facilitate and encourage this charitable impulse – but we could do more. We hope that this report will be useful to those looking for ways to do more and that you will be inspired to innovate. Please encourage others and share your ideas and approaches – we need to know more about what works and what doesn’t.

As this report makes very clear a lot of travel philanthropy benefits the developed world and people in originating markets. Travel philanthropy is not just a developing world thing. It is also clear that people who have seen particular needs while travelling realise that they can and should do something to engage and take responsibility. The Butterfly Tree and Hand in Hand are examples of these kinds of initiative, discussed in the case studies in sections 3.6.5 and 3.6.6.

There needs to be more sharing of ideas about how to engage travellers in philanthropy – for this purpose a forum has been created in the Advances in Responsible Tourism site jointly run by WTM World Responsible Tourism Day and the International Centre for Responsible Tourism, at Leeds Metropolitan University. Please participate online at: www.artyforum.info/forum/forum_topics.asp?FID=16

The data collected for this report suggests that there is a great deal of travel philanthropy going on, almost £160,000,000 was identified through this research (see Appendix A). This is a small fraction of the global total and takes no account of charitable donations stimulated by the experience of travel but donated through traditional charities or directly. Companies are increasingly reporting on their philanthropy, both in cash and in-kind, but there will always be significant under reporting.

Travel philanthropy is an opportunity missed when we do not use our presence and reach to benefit local charities in the places we care about. They need and often deserve our support; they do not have any other opportunity to raise money from people in the originating markets.

It is also an opportunity missed when we fail to link the charitable opportunity with traveller or guest motivations – a little thought about the selection and presentation of traveller philanthropy opportunities can make a big difference to the frequency and scale of donations made. We demonstrate in §3.1 that there are opportunities to

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1 This figure is simply obtained by adding together the major cash donations identified through the research for this report which occurred over a wide range of time periods.
communicate travel philanthropy opportunities at all stages in the traveller’s journey from brochure to any welcome home communication.

1.2 Diversity and Opportunity
As the scores of case studies in §3 reveal, there is a rich diversity of travel philanthropy going on around the world from penguin houses off the coast of South Africa to economically poor families in the UK, from tiger projects in India to the repurchase of ancestral land for a Maori community in New Zealand. The needs are limitless and there are lots of opportunities for travel companies to make a difference. It is clear from the data presented on Thomas Cook Group and TUI Travel in §2.5 and §3 that there is plenty of scope for differentiation with, for example, some companies focusing on initiatives in destinations and others focussing on charities at home. There is no single right way of doing travel philanthropy although there are pitfalls.

Funds are raised through company donations, made in the usual way through Corporate Social Responsibility donations from profits, by donations being included into the costs of particular itineraries, or sometimes through match funding client donations. Companies engage their clients by creating opportunities for them to pay back, or fundraise such as Saga holiday makers who participated in 2009 in the “walk a mile and raise a smile” event in San Francisco. Travellers and holidaymakers donate in resort, on their return, and some of them go on donating for years or set up charities to address a need they have taken responsibility for while they are travelling.

There are many opportunities during the traveller’s journey to communicate the engagement of the company in charitable activity, and to encourage travellers and holiday makers to engage through their brochure or website, inclusion in holiday itineraries, to an email or letter on their return.

1.3 Pitfalls
1. Failure to differentiate between individual and corporate donations when reporting philanthropy
2. Lack of transparency in reporting what happens to gift aid and what the transaction costs are for bank charges, exchange and administration. Donors increasingly expect to know what proportion of their contribution arrives with the beneficiaries or gets spent on the ground and what percentage is used to cover costs and overheads.
3. Using scarce resources to manage donations or establish new charities.
4. Tourists throwing sweets to children as they run behind tour excursion trucks because the operators have not engaged them in a more positive alternative – some clients will be repulsed by this and the company’s reputation will be damaged.
5. Travellers feeling pressurised and giving to beggars because the issues have not been discussed and the clients have not been prepared or offered an alternative.
6. The tourist who directly takes on the sponsorship of a child’s education sending money directly to the family – and then stops leaving the child unable to go on and heartbroken.
7. Cash sent by post to the office, by cheque to staff or pushed into hands of tour leaders or resort staff which creates the risk of the money going astray or being thought to have gone astray - creating serious reputational risks for the company.
8. Teddy bears, blankets and books which are mailed to the office with a request that they are delivered.

By having a company policy and offering advice to clients, companies can encourage donations in cash through channels which are secure and offer gift aid. At the same time discouraging clients from sending goods to the office for delivery, always a

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*Sage Voice of the Beehive Summer 2009*
nightmare, and to ensure that they do not think it acceptable to be handling cash to your staff with all the risks attached with that. Cash enables local people to purchase what they need in the local economy ensuring that they get what they need and that they contribute to the local economic development of their country or region.

1.4 Limitations of the Report
We have found it difficult to get information from companies about the scale of travel philanthropy, often because this information is not collated and recorded. The response rate to the Cinnamon Consulting 2008 survey was poor, only 52 responses, and we have supplemented the survey with extensive desk based Internet research and telephone interviews. We have used the case studies in the third section to demonstrate the range of travel philanthropy within the limits of the resources available to us. For each kind of philanthropy we have identified and provided information about a few companies who use that approach. We realise that many worthy examples are not mentioned here – you can post details at www.artyforum.info/forum/forum_topics.asp?FID=16

Travel philanthropy is an under researched activity we hope that others will do more.

1.5 Recommendations
The case studies in §3 provide examples of a range of philanthropic organisations and approaches to philanthropy including charity challenges, foundations and intermediaries.

1.5.1 Engaging Staff and Clients
Most of us value diversity, it is probably best to offer clients and employees a degree of choice and to offer opportunities which match the expectations of your clients – if you run bird watching tours offer contributions to bird conservation, encourage visits by local school children to reserves, or provide binoculars.

Beware of mechanical opt ins and opt outs – the latter may raise significant sums in large companies but it will not engage.

Include philanthropy in your thinking about the travel experience – use it to manage guest behaviour and discourage your clients from giving to beggars and encouraging begging, and to add to the reputation for your company and the guest or traveller experience.

Many travel companies receive boxes of toys or books, sometimes cash with a note saying please deliver to …... They are a burden. Encourage clients to donate cash through a secure channel; online donations can have Gift Aid added. If clients want to give things encourage them to make their purchases in the destination, in the right language and to give to the institution, for example the school, rather than individual staff or pupils. By purchasing locally the philanthropy benefits the local economy, plus shipping costs, carbon, customs fees and bribes are all avoided.

Finally, staff should be trained and supported in giving out the best advice with regards to travel philanthropy and responsible tourism issues in destinations.

1.5.2 Identifying Initiatives
Philanthropic engagement says a lot about your company – but you need to do it well. If you do it badly there is a real risk of reputational damage. If you endorse the charity its reputation and actions will reflect on you.

1. You need to undertake at least the same due diligence that you would when engaging a new supplier, seek testimonials.
2. Is the organisation you are thinking of supporting capable of delivering the initiative you want to support?
3. Try to ensure that the ideas you support are ones which local people also support – it is not enough that they accept the donation, it needs to meet their needs as they perceive them, not only the needs of the donor whether a company or individual(s). Beware of creating cycles of dependency – where a community or school, for example, becomes dependent on your clients as if this funding stream comes to an end they will be left without a teacher or money to feed orphans. Rather assist with initiatives like stocking a library or developing a garden, where if the money comes to an end they are left with something of value which they can continue to use.

4. Avoid contributing to corruption, exacerbating inequality or burdening communities with things, machines, wells etc which they cannot use or maintain.

5. Will the organisation agree to present auditable accounts so that you can be sure of the transparency and accountability of the funds which you have helped raise? Consider transferring the money in a series of steps linked to clear deliverables.

6. Is the organisation reputable and transparent in its reporting? Is it in good standing in the community? What do community leaders and local or international experts think? What do your suppliers and other businesses in the area think?

7. Consider organising meetings and disbursing funds in public.

8. Is the organisation sustainable, or is there a risk that it will become dependent upon your fundraising efforts?

9. Avoid benefiting individuals directly, rather seek to benefit communities. So for example rather than paying the school fees of a particular child, consider contributing to a fund to run the school; rather than giving kit to individual players, support the team.

10. If it was your money would you be happy to donate it? If you have doubts do not proceed.

Remember the old adage, feed a person fish and you feed them for a day, teach a person to fish and you feed them for life.

### 1.5.3 Transparency

Be clear about the process of donation and any transaction costs. Be clear about how much is donated. The phrase “a donation is made” could refer to 1 cent or 50 USD.

In the charity challenge sector in particular there is often a lack of clarity about how much of the money donated covers the cost of participation and how much goes to the charity. Money to cover the costs of participation is not charitable and should not be used to claim Gift Aid – practice and advice in this area needs to be clearer. The Institute of Fundraising is sufficiently concerned to have produced specific guidance on charity challenge events and fundraising, it looks from the limited research we did that this advice is not always complied with.

### 1.5.4 Managing Donations

Donors are being implicitly assured by your recommendation that the money will be used effectively to achieve the purpose for which it was given. If you are not sure do not make the recommendation.

Be tax efficient with company donations and payroll giving. Enable your guests and travellers to be tax efficient too see §2.6.3.

Consider carefully how much money will leak away before reaching the beneficiary group in administration, banking and exchange costs and fundraising expenses.

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5 Although with over fishing and finite resource this becomes less true every year.

6 See §3.10
Calculate the percentage – would you be embarrassed if donors knew that figure? If you would be embarrassed think again about whether there is a more efficient mechanism to raise and transfer the donations. If you would not be embarrassed why not publish the figures?

Consider using an intermediary rather than establishing your own charity. Ensure that all the costs are clear both to the company and to the donors. There are some good options now available, see §3.4 below on intermediaries, which are transparent, low cost and which can provide you with an opportunity to offer Gift Aid and to report as a company and to individuals. Having secure on line donations removes any reason why your staff might handle charitable money, with all the associated risks.

TUI Travel has developed a Groupwide charity policy and guidelines to ensure transparency in charitable activities and to enable annual reporting on TUI Travel’s charitable giving. The guidelines are designed to help TUI Travel businesses identify a charity partner and manage the relationship to bring the greatest benefits to both the charity and the business.

The nature of the travel industry linking originating markets and destinations enables businesses in the industry to work with their local partners and staff to engage with charities and charitable causes in the destinations. Travel philanthropy is different because of the immediacy of the relationship between donor and beneficiary. Make the most of that immediacy by enabling people to visit initiatives and to report on them in blogs and newsletters – that adds to the travel experience and drives more donations. Support local initiatives where guests and travellers will be able to see the fruits of their donations, and where the leakages may be significantly less.

Be sure that you do not confuse your clients – for example, much carbon offsetting is business rather than charity, your guests and travellers may be more impressed by initiatives which help local people to adapt to climate change and which have clear charitable purposes that qualify for Gift Aid.

1.5.5 Reporting

Companies need to report more transparently on their own philanthropy and that of their passengers, guests and holidaymakers. In doing so it is important to clearly report how much was donated by

- the company from its own resources
- supplier and client companies, particularly where tour operators contribute to destination charities supported by lodges or hotels
- guests, travellers, holidaymakers and clients
- monies raised from development agencies or charities.

Report with images and words what has been achieved – try to feedback to those who have donated when the initiative has been completed and where possible account for how the money has been spent. It will help build your company’s reputation.
2 Discussion

2.1 Introduction
Travel philanthropy is a term more widely used in the USA than in Britain, we have used it here because it usefully encompasses the broad range of charitable activity associated with travel and tourism. In the USA it is often used to encompass the donating of leisure time through volunteering, however we have excluded that usage from this report which focuses on the raising of money rather than the spending of it.

Travellers and tourism companies have been making donations of cash and time for years. Companies involved in Responsible Tourism and many other companies and holidaymakers engage in travel philanthropy – and certainly Responsible Tourism cannot be reduced to charity work. The agenda of Responsible Tourism is much broader than that. Some charities like the UK Travel Foundation use philanthropic donations from consumers and the industry to fund interventions to green destinations and to improve the livelihoods of local people. Others use travel to raise money for UK causes for example the charity challenge companies and Thomas Cook UK & Ireland with their activity on behalf of children and cancer patients.

Charitable activity by the travel industry is not new, but it is growing very rapidly and it now takes a very wide variety of forms – from the donating of cash to charity treks and volunteering. World Travel Market commissioned this report to encourage discussion in the industry and to provide information for those wanting to understand the trends and to find out more about the different forms of travel philanthropy – the opportunities and pitfalls. The report draws on an online survey conducted by Claudia Eckardt of Cinnamon Tourism Consulting Ltd, and Internet based desk research and interviews with key informants.

This report focuses on the fundraising side of the charitable activities of the travel and tourism industry, rather than on their activities as donors. We have not made any attempt to assess the efficiently or effectiveness of the spending of money raised through travel philanthropy, although we have occasionally been tempted to comment where there are remarkable examples of charities working with very low overheads.

We have found it very difficult to get detailed information about travel philanthropy, the response to the online survey was disappointing; there were only 52 responses to the survey. There is an element of survey fatigue but it became apparent during the research that very few companies keep records of their travel philanthropy efforts or report on them; consequently they have little to base a reply to a survey questionnaire on.

Many companies encourage philanthropy, for example by being corporate donors themselves and encouraging their clients to donate to the same charities, in those circumstances the companies have no way of monitoring how much money may be donated as a result. Tour leaders do not keep records of the donations made by clients during their trips. This report draws together a significant number of case studies ranging from charity challenges, a rapidly growing sector, to the Family Holidays Association raising funds to provide disadvantaged families with a week away.

The Case Studies are reported in Section 3, beginning with the customer journey and the opportunities which it creates to communicate the opportunity and engage travellers and holidaymakers at each stage of the journey through travel agents in the shopping centre to the post trip marketing. §3.2 looks at four examples of integrated approaches where companies have integrated travel philanthropy into their company activities. Of course, these are not the only companies which have done this, but an integrated approach remains relatively rare.
§3.3 looks at some examples of foundations, one of the ways in which a travel company can both facilitate Travel philanthropy and add another dimension to its brand. Trusts and foundations are expensive to run and can take a good deal of time, most companies who have established trusts and foundations cover their staffing and running costs. An alternative solution has been to use intermediaries (§3.4) which are able to deliver the same tax advantages to the donors, without the expense of establishing a charity. American and British examples are reported along with one from Australia.

In §3.5 the focus is on using the opportunities of travel to encourage people to donate to charities at home, and §3.6 looks at examples where the beneficiaries are in the destination. §3.7 looks at some of the issues and causes which generate philanthropy such as potable water, plant conservation, architectural heritage, living conditions and animal welfare. The report concludes by looking at three very different categories: where philanthropy is at the core (§3.8); volunteering (§3.9), the donating of time, although our focus is on how the volunteers’ financial donations are handled; and charity challenges (§3.10) where travel is one of the motivators for engagement in fundraising by the participants.

These categories are neither water tight nor mutually exclusive; they have the advantage of providing a basic structure to facilitate discussion, although defining and categorising such diversity is open to debate. There are lots of case studies reflecting the diversity of travel philanthropy, a diversity which increases as the travel industry remains dynamic, particularly in hard times, as illustrated by the following examples:

- At the end of September 2009, as this report was being finalised, the Millennium Foundation for Innovative Finance for Health announced that it had brought together under the auspices of the WTTC the Global Distribution Systems, Amadeus, Travelport and Sabre, leading on-line travel agents Opodo and American Express Business Travel and Carlson Wagonlit to launch MASSIVEGOOD. This will enable a $2 micro-contribution on each booking to fund the fight against HIV/AIDS, malaria and tuberculosis. As Jean-Claude Baumgarten of WTTC acknowledged “as leaders of an industry that is central to the global economy, generating almost one out of every 10 dollars spent in the world and employing 200 million works, we recognise this responsibility.”

- In June 2009 First Choice launched a new World Care Fund incentive in retail shops for their agents. Running for three months, the incentive sought to motivate staff to learn more about the environment and community projects supported by the World Care Fund, as well as encourage customers to make a donation. One shop per region across the UK that generates the highest percentage of World Care Fund donations for all holidays booked, by successfully communicating how the joint fundraising contributions are changing lives overseas, will win a World Care Fund experience trip for one member of their team. TUI UK & Ireland’s recent TTG Travel Gives Back award was for these efforts in educating retail colleagues on sustainability issues.

- In November 2008 the Travel Trade Gazette (TTG) launched a campaign – Travel Gives Back. Travel Gives Back is TTG’s campaign to show the world the good the industry does in destinations across the globe. The campaign highlights those operators, agents, airlines and organisations who are taking action, and encouraging and inspiring others to do the same. Amid all the criticism of travel and economic gloom, they hope it will remind everyone working in the industry of the positive force for good they can be. At Christmas 2008 they encouraged the purchasing of presents that support Travel Foundation work in destinations like Mexico, Gambia, Trinidad and Tobago. They have also highlighted how a group
of agents went to Kenya with Virgin Holidays to make a permanent difference to the lives of children in an isolated village.

- In 2007 Rickshaw Travel\(^7\) launched as a new business which took advantage of the Internet and the chance it provides for “small specialist travel companies to compete with the large multinational agencies.” Their business model is to provide personal travel experiences, using locally-owned small, authentic hotels and guesthouses in tune with the flavour of the country. It is not surprising that their independent travel adventures often include small projects that actively encourage interaction between travellers and locals. There is a wealth of opportunities on their website\(^8\) for people to put back into the communities they visit.

Section 4 provides guidance on where to obtain further information and resources on travel philanthropy.

### 2.2 What is Travel Philanthropy?

Travel philanthropy defines charitable and philanthropic behaviour, the donating of money, in-kind resources (office equipment, flights, accommodation) or time (mentoring or volunteering), occasioned by or facilitated by travel. Travel philanthropy includes donations by travellers and travel companies inbound and outbound where the charitable contribution is occasioned by, but secondary to, the primary purpose which is travel or holidaymaking and the commercial operation of travel businesses. In reporting these contributions it is important to distinguish between contributions from travellers or holidaymakers and those made by inbound or outbound operators or hoteliers, whether donated for use in the originating market or in the destination.

Travel philanthropy also includes charity fundraising through, for example, challenges and treks where the travel is primarily motivated by, or justified by, the intention to raise funds for a charitable cause in the originating market or destination. Companies which organise charity challenges should beware of claiming that they have raised the money – they have not, they have facilitated but not raised the money, they have not made the donation.

Volunteering abroad or away from home, Voluntourism, is also a form of travel philanthropy but it is not the focus of this report. Volunteering facilitated through the travel industry, or where the desire for travel is a significant part of the motivation for the charitable volunteering activity, raises particular issues. Again it is important to distinguish between the commercial or facilitating activity, and the funding of that, whether by commercial companies, charities or not-for-profits and the charitable contribution, in the destination or in the originating market. Companies, not for profits and charities need to take particular care to report the net contribution – the difference between what is “donated” to the beneficiaries and any costs incurred by donors and beneficiaries. Voluntourism also raises the thorny issue of the real value, the quality and value to the recipient of the donation of time or skills and the costs which the community incurs by hosting volunteers. This report focuses on the donating of cash rather than the donating of time through volunteering or mentoring, so that the case studies in §3.9 focus on how the volunteer’s donations of money are handled rather than on the donation of time.

### 2.3 Why Engage in Travel Philanthropy?

As one might expect there is a range or reasons why companies engage in travel philanthropy. Box 1 below summarises those which came out of Cinnamon Consulting’s 2008 survey.

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7 www.rickshawtravel.co.uk
8 www.rickshawtravel.co.uk/rickshaw-travel-sustainable-travel.htm
**Box 1. Reasons for engaging in philanthropy**

**Explore**  
Moral duty, need to ensure that we support the most vulnerable in society who cannot access benefits of tourism otherwise. We want tourism to drive development through our good business practice and charitable activities.

**Intrepid Travel**  
Travel philanthropy is part of the responsible travel philosophy of the company, which is one of our core values. We believe we should give something back to the areas in which we make a living.

**Charity Challenge**  
It is the ethos of our company. We only operate travel that directly benefits charity both in the UK and the host country.

**G.A.P. Adventure**  
Being a responsible tour operator is at the heart of what G.A.P Adventures is all about. While our sustainable tourism policies are constantly evolving, our commitment to socially conscious, grassroots style travel has never changed. We work with local communities to develop sustainable tourism opportunities that help local economies while minimizing negative environmental and cultural impacts.

**Six Sense Resorts**  
One of our core values is ‘we are in harmony with the environment and our cultural surroundings’ which means we should support local communities that we are living in; and they will support us after. We believe that we cannot live in the community without helping each other.

**Virgin Holidays**  
The ethos of ‘giving something back’ comes from the top down within Virgin, both from Virgin Group Chairman, Richard Branson, and from Virgin Holiday MD, Amanda Willis. It is strongly supported by staff and it is part of how we fulfil our aim to be a company people love to work for and travel within.

**Social Tours**  
We believe that tourism benefits from society and hence the only way to repay this debt is to pay back to society. We have a principle to give back 10% of our profits to charity. However we are not monitoring it so well at the moment. We give in kind, some in cash, some through management support and some just through time, given to our employees to spend in the philanthropic cause of their choice. However, if it is all totalled up, I think it will be more than 10% of profits.

**Tourisk Inc**  
Our mission is to help plan and manage sustainable destinations. For clients who can pay we charge commercial rates. For communities and destinations who cannot, we charge accordingly or donate our services to worthy causes.

**Thomas Cook UK & Ireland**  
We believe we should play a part in supporting communities and causes where our people live and work, and where our customers travel to. Thomas Cook UK & Ireland has a history of charitable giving, going back to the belief of our founder.

**TUI Travel**  
Our sustainable development vision is to provide holidays that cause minimal environmental impact, respect the culture and people of destinations, and offer real economic benefit to local communities. One of the ways we can do this is by giving to charities and other organisations that help minimise tourism’s environmental impact and support local communities in our destinations.

*Source: Cinnamon Consulting 2008 Survey*
• As so many travel industry organisations say, in a variety of ways, it is about paying back, it is about making a contribution to the conservation of natural and cultural heritage, putting something back in the place we love to visit, as tourists. For tour operators it is about recognising the importance of maintaining the place or making it a better place to live in or visit, for hotels and accommodation providers it is often about being good neighbours. The UK Travel Foundation’s strap line is “caring for places we love to visit”

• It can result from wanting to do something to help the communities where local staff live.

• It is the enlightened self-interest of recognising that the destinations need to be maintained, companies need to invest in destinations and their people if they are to be sustainable and available in the future.

• It is sometimes about maintaining a license to operate – tourism cannot prosper if the communities in the areas we visit do not benefit too.

• The responsibility is realised because people in the industry, directors or staff, see ways in which philanthropy could make a difference and that because they could, they should.

• It can be because philanthropy fits with or enhances the brand values of the company and is attractive to the clients – it can be part of expressing the ethos of the company, just as doing nothing says something too about the organisation.

• It may be a response to requests from clients wanting to give, or local people who see that the company or its travellers could assist them.

• There may be a cause or special interest connection with clients through bird watching, the arts or visiting archaeological or architectural sites.

• Donations are sometimes included in tour costs to secure distribution through the membership of societies.

• It may express solidarity with the travellers’ purpose in raising money for a particular charity or cause.

• For some volunteering companies it may be an essential mechanism for ensuring that volunteers do not ask for resources in the community in which they are working – they take the funding for those resources with them as defined donations.

Philanthropy UK’s definition of Corporate Social Responsibility (CSR) is appropriate too in the context of travel philanthropy:

> Corporate Social Responsibility or Social Responsibility is about managing your business to achieve both commercial and social benefit. In essence it’s about managing your social community and environmental impacts to help you improve results, reduced risks and enhance your reputation. It is about growing your business in a way that has value for everyone connected to it.

Most companies who engage with the Responsible Tourism agenda seriously will include a philanthropy strategy for themselves and their clients. However, Responsible Tourism is about more than travel philanthropy, it is about the way the business does business. It is not about a little philanthropy here and there.

2.4 Is there Anything Special about Travel Philanthropy?

Philanthropy is a crowded market place. For example in the UK there are close to 170,000 active charities, although only about 60,000 of them have incomes of over £10,000 a year, the threshold at which they have to file returns with the Charity Commission. It is a crowded field with robust competition for the public’s charitable impulses. According to Philanthropy UK, more people today give during their lifetime rather than leaving a legacy. People want to experience the benefits of giving and develop a closer relationship with beneficiaries. Philanthropists want to see the impact and results of their charitable support. Moreover, they would like to see accountability and transparency from charities to ensure their funds are invested safely.

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9 http://Philanthropyuk.org/resources
Travel philanthropy is not immune to these pressures. It was clear during the research for this report that travel industry staff are very conscious of administrative costs and overheads; and in selecting originating market and destination charities their efficiency in dispersing a high proportion of the funds to the beneficiaries is a key consideration. This is not different from attitudes to philanthropy in general.

There has been an increase in the availability and quality of information provided by charities in their annual reports and in the UK, for example, the detailed annual accounts of charities registered here and with incomes of over £10,000 per annum are available to download online. They make interesting reading providing quite detailed information on sources of donations, fundraising activity, costs and dispersals.

There are a number of aspects which differentiate travel philanthropy.

Firstly, while travelling the disparity of wealth and leisure between the visitor and the visited is often very apparent. Whether walking the streets of central London, Toronto, Mumbai or Addis many travellers see “causes” to which they might wish to donate, whether that is homelessness, orphanages, church restoration or nature conservation appeals. Taking our holiday in other people’s homes, enjoying leisure enough to holiday and consuming rather more conspicuously than most of do when we are at work, travellers and holidaymakers are aware both of their relative wealth and of the needs, social, economic, cultural and environmental which they see around them.

Secondly, this direct experience leads to the realisation that the traveller or holidaymaker could make a difference, and often results in a strong motivation to put something back. People donate directly in the destination, for example in collection boxes in historic properties, temples and churches. But only a limited number of causes can be accessed in this way. Other travellers and holidaymakers return home determined to fund raise by running marathons, selling cakes or asking friends to donate through established charities, travel industry initiatives or JustGiving. Travel enhances motivation and builds connections between people. Peter Burrell (2008) of Exodus expressed well what many people told us:

“the most striking client behaviour is that a number of our clients now go back to Nepal every year on another trek partly to see how our projects are developing. In our opinion it helps our clients to connect in a very personal and vivid way with the destination, community and environment when they can actually see benefits being delivered on the ground in a practical, small scale and down to earth way.”

The travel industry does create human connections and people who form attachments to particular places, communities and people where they holiday, may well become serial visitors. This is illustrated by the outpouring of concern and the flood of donations for tsunami relief in 2004 which reflected the impacts of a remote disaster when so many people in the North knew people through working and holidaying in the area affected. Many operators and hotels received anxious calls or emails asking after particular members of staff or people from the community; and wanting to offer assistance.

Thirdly, the travel industry’s structure means that tour operators, and some hotel groups are well-placed to connect people in wealthier originating markets with destinations where traveller’s motivation to give has been stimulated. As is evident from many of the examples below tour operators, large and small, with their staff in resort or with long-term relationships with their suppliers, often identify worthwhile

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10 http://philanthropyuk.org/resources/USphilanthropy
11 From the Charity Commission at www.charity-commission.gov.uk
12 A campaign to the credit of Tourism Concern
initiatives; check them out with locals by visiting, and assist with the supervision and channelling of funds. The industry is well placed because of its logistical infrastructure, local presence and contacts to assist and facilitate charitable endeavour; and to encourage locals to do more too.

Box 2 below provides a case study which demonstrates how Saga, in common with a significant number of travel industry and hospitality businesses, was able to use its expertise, and expert and concerned networks, to assist communities to recover their livelihoods. The industry is still active long after the disaster charities have withdrawn, assisting communities to rebuild their lives and their local economy. The tsunami made the importance of the fruit stalls, tailor and craft workers to the tourism industry and the tourist experience starkly obvious.

**Box 2. Saga Charitable Trust and the Indian Ocean Tsunami**

After the tsunami in 2004, the Saga Charitable Trust was inundated with enquiries from concerned customers and staff, asking how they could help those affected by the disaster. The Trust subsequently launched the Indian Ocean Reconstruction Appeal and raised over £130,000 to help affected communities in Sri Lanka and Thailand to rebuild their lives.

Through its network of tourism partners and staff, the Trust was able to identify exactly where the needs were and direct funding to grass root projects in these areas. This ‘hands on’ approach meant that there was no overlapping or duplication of funding and the Trust was able to plug the gaps that had been missed by larger organisations.

With the funds raised by this appeal the Trust helped set up a plethora of livelihood projects, such as mobile food stalls, fish farms, sewing centres and laundries, as well as a mentorship scheme to help develop and sustain these small businesses. The Trust also funded various school refurbishments, provided medical equipment, replaced lost work tools, helped develop housing projects and provided training courses to enable women with families to work from home. One of the larger projects was the rebuilding of a coconut oil mill in Sri Lanka which is now providing an income for around 40 families, while a percentage of the profits are providing ongoing support through a community development fund.

With the support of its destination partners, all the funds raised through the tsunami appeal were carefully and thoughtfully dispersed and every single penny accounted for.

*Source: Janet Lee, Saga Charitable Trust*

### 2.5 What is the Scale of Travel Philanthropy?

Nobody knows. Most companies keep no records and very few have systems in place to be able to easily report how much is raised by companies, staff and travellers. As travel philanthropy includes all the donations which result from a travel experience then it will never be possible to track all the contributions – many post-trip donations will be sent directly through charities like Oxfam and WWF, and the fact that it was the travel experience which motivated the donation will not be apparent.

There is surprisingly little information available about the scale of travel philanthropy either in the originating markets or in the destinations. However, it is clear from the case studies in this report that very significant sums of money are being donated in, and to the benefit of, destinations by travellers and companies; and that very significant sums are also being generated for charities in the originating markets.

In the UK the Travel Foundation has grown rapidly, increasing numbers of companies have started their own Foundations, others rely on intermediaries like Just Giving, TravelPledge, Global Giving and Generosity in Action. Charity Challenges increasingly use the services of tour operators for fundraising and big
events like the New York, London and Gateshead marathons all contribute to tourism. Volunteering is also growing rapidly as a motivation for travel and charity challenges and volunteering have created specialist operators.

The industry, its staff and clients are contributing to a bewildering range of charitable causes and initiatives around the world, the figures in brackets refer to the survey results. The most important causes supported by organisations are social causes (20%). This includes health- and childcare, education and orphanages. Humanitarian causes are supported by 18%, including dealing with the effects of HIV/AIDS, poverty and disaster relief. The environment and conservation concerns, and community needs\textsuperscript{13} are both supported by 17%. Cultural heritage and supporting the arts is rated by only 11%. Only 7% of organisations indicated climate change as one of the main causes they support. The lowest scores were for animal welfare, science and religion.

The Cinnamon Consulting 2008 survey also asked where the beneficiaries are located. The largest proportion of philanthropic activity was targeted in the destination (66%), compared with in the home country of travellers and holidaymakers (9%). But one in five organisations did both (21%). Some organisations (4%) made a one off donation to causes such as countries affected by the tsunami or other relief aid. Previous research suggests that the majority of organisations surveyed conclude that over half of organisations donate money to causes at the destination\textsuperscript{14}.

In undertaking research for this report Cinnamon Consulting found it very difficult to get responses to the survey, it has taken relatively high level direct approaches to assemble what we have here. Our survey asked whether respondents' organisations participate in travel philanthropy, 88% of respondents\textsuperscript{15} reported that they participate in travel philanthropy and 12% said that they do not. All responding hotels and tour operators participate in travel philanthropy, with the exception of one overseas tour operator. The results indicate a notable increase compared with previous research in 2001\textsuperscript{16} which revealed that three quarters of surveyed tour operators give money to charity. A further survey on organisations that supply the tourism industry suggested that 68% of respondents participate in charitable giving.\textsuperscript{17} This again is lower than the new findings and suggests that travel philanthropy has increased over the last 6 years. The Cinnamon Consulting 2008 survey also found that 10% reported match funding the donations made by their customers. Over one in five of the companies reported that their staff (22%) and/or customers (22%) contribute. But according to the respondents to this survey only 17% of suppliers engage in philanthropy. Although the sample sizes for all these surveys are small, locally specific, and reflecting only the opinions of those who chose to respond on the issue.

A range of channels are used for charitable donations, some companies establish charitable trusts or foundations, others make or encourage donations to charities in the originating market or destination, and some make direct donations to projects or individuals. Some of the companies which responded to our survey provided some aggregate data that is summarised in Tables 1 and 2. These tables present data provided to us by Thomas Cook UK & Ireland and TUI Travel, the UK’s largest outbound tour operators.

The data is sufficient to establish that significant sums are being raised for charitable purposes by tourism businesses and their clients, and to indicate what some of the

\textsuperscript{13} Community needs are defined as supporting the local economy and deprived communities or specific local issues.
\textsuperscript{14} Tearfund (2001) \textit{Tourism putting ethics into practice}
\textsuperscript{15} N=52
\textsuperscript{16} Tearfund (2001) \textit{Tourism putting ethics into practices}
\textsuperscript{17} ECSD \textit{Consumer Demand and Operator support for Socially and Environmentally Responsible Tourism}, CESD/TIES Working Paper No. 104, revised 2005
larger businesses and organisations are donating themselves, or encouraging and facilitating among their staff and clients. However, the data is by no means comprehensive nor is it based on any sampling method which might be used to extrapolate industry level conclusions.

The data shown below for TUI Travel and Thomas Cook UK & Ireland here is no more than indicative and probably significantly under reports the scale of the donations which their companies, staff and clients raise each year – only the monies managed by them or their staff can be reported and both companies are introducing new processes to record it.

These two tables of data are NOT comparable in any sense, and it is obvious that the focus of the philanthropic activity of the two groups is very different. TUI Travel focusing on the destinations, and Thomas Cook UK & Ireland is focusing on making dreams come true for sick, disabled and disadvantaged children all over the world. The two tables illustrate the volume of travel philanthropy encouraged and facilitated by UK’s two largest operators. The contribution of staff time to this philanthropy and the consumables also contributed by the companies are neither costed nor recorded as donations.

2.5.1 Thomas Cook

### Table 1. Travel Philanthropy (Cash) Reported by Thomas Cook

* Converted from US dollars at £1 = $1.58494

<table>
<thead>
<tr>
<th>Description</th>
<th>Total</th>
<th>2007/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neilson (Sail4Cancer) (2005-9)</td>
<td>£102,980</td>
<td></td>
</tr>
<tr>
<td>Neilson Staff for Sail4Cancer (2005-9)</td>
<td>£21,980</td>
<td>£7,089</td>
</tr>
<tr>
<td>Thomas Cook Airlines UK/MYT (Cancer Research)</td>
<td>£680,000</td>
<td>£140,000</td>
</tr>
<tr>
<td>Thomas Cook Dominican Republic Resort Staff (Ricardo Limardo Children’s Hospital)*</td>
<td>£22,083</td>
<td></td>
</tr>
<tr>
<td>Thomas Cook Bulgaria Staff (Orphanage)*</td>
<td>£900</td>
<td></td>
</tr>
<tr>
<td>Thomas Cook North America Staff (Daffodil Campaign, Chum Christmas Wish &amp; Salvation Army &amp; TC match donations)</td>
<td>£4,000</td>
<td>£4,000</td>
</tr>
<tr>
<td>Thomas Cook Children’s Charity</td>
<td>£750,000</td>
<td>(2009 target)</td>
</tr>
<tr>
<td>TC Children’s Critical Care Centre at King’s College (c/o asking customers to donate a pound when booking; in-flight collections backed by a video appeal; customers donating unwanted coins in Thomas Cook stores; staff fundraising)</td>
<td>£2.3 Million</td>
<td></td>
</tr>
<tr>
<td>Flight of Dreams</td>
<td>£20,000</td>
<td>per annum</td>
</tr>
<tr>
<td>Thomas Cook contribution to Travel Foundation (for projects in destinations)</td>
<td>£940,859</td>
<td>£456,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£4,842,802</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Thomas Cook incomplete data

Thomas Cook Group’s CSR report identifies the launch of the Thomas Cook Children’s Charity as a more co-ordinated approach to charitable fundraising which will enable a greater level of control over where their children’s charity funds are directed. This should also help with measuring the significant amount of funds and in-kind contributions which occur through this company.
2.5.2 TUI Travel

The TUI Travel group reports that it made corporate charitable donations of £236,200 in the year to September 2008. TUI Travel’s Group Sustainable Development Survey showed that 87% of TUI Travel PLC colleagues work for a company that makes donations of time or money to charity. The Adventure Company and i-to-i (UK) both have their own Foundations for local projects. TUI Deutschland donates money to Hilfe-für-hungernde-Kinder (‘Help for starving children’) and Trek Escapes (Canada) sponsors several foster children around the world.

Table 2. Travel Philanthropy Reported by TUI Travel PLC

<table>
<thead>
<tr>
<th>Organisation</th>
<th>2006/7</th>
<th>2007/8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Holiday Association (TUI Travel PLC)</td>
<td>£114,990</td>
<td>£71,363</td>
</tr>
<tr>
<td>Born Free Foundation (TUI UK &amp; Ireland)</td>
<td>£229,483</td>
<td></td>
</tr>
<tr>
<td>NSPCC (TUI UK &amp; Ireland)</td>
<td>£48,804</td>
<td>£36,732</td>
</tr>
<tr>
<td>Macmillan Cancer Support (TUI UK &amp; Ireland)</td>
<td></td>
<td>£18,320</td>
</tr>
<tr>
<td>Local Charities Overseas (TUI UK &amp; Ireland)</td>
<td>£38,372</td>
<td>£30,554</td>
</tr>
<tr>
<td>Travel Foundation (via the World Care Fund)</td>
<td>£377,103</td>
<td>£351,036</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>£579,269</strong></td>
<td><strong>£737,488</strong></td>
</tr>
</tbody>
</table>

Source: TUI Travel Sustainable Development Report 2008

2.6 Challenges

2.6.1 Voyeurism

Children are not pets, orphanages are not zoos, and poverty is not entertainment. Visiting travel philanthropy projects by well-meaning holiday-makers and travellers can pose a difficult challenge. There is a need to think very hard about how to
manage the interaction between the beneficiaries and those donating, or wanting to learn more about their tour operators charitable activities. Charitable interventions are not attractions, although archaeological sites and bird reserves may be, churches temples and mosques are only some of the time, and HIV/AIDS orphanages probably never are.

If not carefully thought through and managed such visits risk being exploitative, voyeuristic or patronizing, offering little worthwhile engagement between these two often very unequal groups. Box 3 below contains an account from a local member of staff at &Beyond where a little bit of creative thinking helped create positive interaction between some tourists visiting children in a school they wanted to donate some stationery to.

Box 3. &Beyond account of a project visit

"Hi All.
This is what happened today. A family of four stayed at Leadwood, they were from USA. These guests were coming to Africa for the first time. I had received an e-mail a while ago about their community visit. They have brought stationery from US to give to the children. They wanted to hand out the stationery themselves. It was something that I had to organize quickly, to give them opportunity to meet with the school kids. Wheel, I had to make a plan!

We started at Madlala High School after showing them all the projects that we have done in the past in this school. We met with the grade 11 students. I then decided to start a little competition where students were required to express themselves in English and share their dreams with the guest and they win pens in return…

We then proceeded to another High School called Mabarhule High School. We were then taken to the grade 12 tourism class, another competition started this time and the prizes were USA T-Shirts. Questions asked by the learners were. How do you find South Africa? Who arranged your trip? What is the boarding pass process in the airport? How long did it take you from US to here?…"

2.6.2 Restricted and unrestricted funds
Charities are increasingly aware that they compete in a market place for the necessarily limited philanthropic spend of residents and visitors. Whilst there is some potential to grow this market, as in most markets, a lot of the effort goes into competition as charities seek to gain market share. This can be more acute when economies are stagnant or shrinking and consumer spend more generally is constrained.

Donors, corporate and individual, are increasingly demanding that higher proportions of the money they donate should reach the beneficiaries. Charities are increasingly squeezed as donors opt to contribute to “restricted funds”, these are donations made for a particular purpose. Restricting funding in order to ensure that the money reaches the beneficiaries is a good thing in itself but it leaves a major headache for charities which need unrestricted funds to sustain themselves, to meet their costs of operation and fundraising. One solution is to look for sponsorships or memberships which support the organisation. Some charities record staff time and other overheads against particular projects thus reducing the apparent overhead costs.18

2.6.3 Gift Aid and other donation tax relief
In the UK Gift Aid is often retained by the charity to assist it in meeting its costs of operation. It is retained by the charity as unrestricted funds to cover costs or to support underfunded projects. This is entirely legal. The particular practice of individual charities is not always clear. Sometimes a form of words is used which implies that the Gift Aid will be passed on when it is not. If it is not completely clear ask.

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18 The accounting practices of the charity can be identified in the annual reports which in the UK at least have to be filed with the Charity Commission.
In the UK Gift Aid\textsuperscript{19} enables taxpayers in the UK to make a declaration as they donate and the charity can then claim Gift Aid from HM Revenue and Customs, which with transitional relief means that the donation is worth an additional 28%. Some charities pass on all of the Gift Aid to the beneficiaries others do not. A company donating to a charity through Gift Aid deducts the donation from profits before tax. Only 9% of those responding to our survey reported that they used Gift Aid, however Gift Aid can only be collected by UK registered charities on donations made by UK taxpayers. Just a Drop and a few other travel philanthropy organisations have encouraged pay roll giving which again in the UK attracts Gift Aid.

In the USA charitable donations can be tax deductible provided that, as in the UK, the necessary conditions are met. Generosity in Action (§3.4.1) has established a process using a designated fund through the Philanthropic Ventures Foundation in Oakland, California to facilitate the issuing of certificates for tax deduction.\textsuperscript{20}

2.6.4 The Challenge of Climate Change

There are new opportunities to donate charitably, potentially with the benefit of Gift Aid, to initiatives which are designed to assist communities in developing countries to adapt to climate change, and to charities which are seeking to tackle this global problem through mitigation. These are emerging as an alternative for conscience money to the “for-profit carbon offsetting” companies which have grown rapidly over the last five years and about which there is increasing concern. Elaborating on these concerns, in 2009 the UK based Friends of the Earth published A Dangerous Distraction, Why Offsetting is failing the climate and people: the evidence.\textsuperscript{21} The International Institute for Environment and Development (IIED) has an AdMit initiative working on adaptation and mitigation projects in affected communities. TravelPledge\textsuperscript{22} is developing carbon responsible charitable donation opportunities based on the UK government’s shadow price of carbon at £27.50 per ton of CO\textsubscript{2}. Whilst some carbon offsetting providers are charitable many are for profit businesses. The travel and tourism industry is well placed to reveal both the local consequences of climate change and to identify worthwhile projects in destinations, through charities like Just a Drop, which people can visit and if they wish donate to.

Friends of Conservation offer travellers the opportunity to mitigate some of the environmental impacts of flying by supporting community and conservation initiatives, including their own alternative energy and forestry programmes in Kenya. In addition to reducing levels of atmospheric carbon, these programmes provide a number of social, economic, educational and environmental benefits for local communities and they are charitable so they attract Gift Aid.\textsuperscript{23} The FlySmart Responsible Aviation\textsuperscript{24} campaign is developing similar opportunities through TravelPledge, these too are charitable and attract Gift Aid.

\begin{itemize}
\item \textsuperscript{19} www.philanthropyuk.org/AGuidetoGiving/Howtogive/GiftAidforindividuals
\item \textsuperscript{20} Full details are available on the Generosity in Action website www.generosityinaction.org
\item \textsuperscript{21} http://www.foe.co.uk/resource/briefing_notes/dangerous_distraction.pdf
\item \textsuperscript{22} http://travelpledge.org/support/carbon-responsible-projects/
\item \textsuperscript{23} http://www.foc-uk.com/flying.asp
\item \textsuperscript{24} www.flysmart.org
\end{itemize}
3 Case Studies

This section provides a number of case studies to illustrate the diverse range of activities that are occurring within travel philanthropy around the world to support a number of different causes and beneficiaries.

3.1 The Traveller’s Journey: Communicating the Message

There are opportunities for travellers and holidaymakers to put something back, to make a charitable donation at all stages of the travel experience from booking and receiving the tickets, through the journey to the destination, the experience in the destination and in the hotels, to the return journey and post trip when people are reflecting on their experience. Increasingly there are opportunities to visit initiatives during the holiday.

Charitable donations for causes in a destination are likely to occur at the destination or when returning home as customers gain awareness of a particular issue. For example visiting an orphanage, school, or noticing a particular issue. In the Cinnamon Consulting 2008 survey over two thirds of organisations collect at the destination (37%) or on the return (32%). Slightly over one in five organisations (22%) collect a donation at the point of sale.

The following case studies provide examples of the range of opportunities and mechanisms that exist to encourage individual travel philanthropy throughout the visitor journey.

3.1.1 High Street Travel Agents

High street travel agents are an initial point of contact with travellers who are well-positioned at the point of sale to provide them with information on opportunities to contribute to travel philanthropy when booking their holiday. However, this needs to be backed up by appropriate staff training such as that provided for Thomas Cook UK & Ireland sales centre employees using the Travel Foundation employee training tool. This enables them to better understand the benefits of sustainable tourism in order that they can communicate this more effectively to customers.

Another example of how travel agents can contribute is provided by Travelwise, a small independent travel agency in Devizes, Wiltshire. For the past few years, this agency has given one of their shop windows over the Christmas period to sell Indian and Nepali handicrafts to raise money for Exodus projects. In 2008 they raised more than £2,000.25

3.1.2 Brochure & marketing

Holiday brochures, websites and other forms of marketing are a key vehicle for tour companies to communicate with their customers and provide an opportunity to include messages about the need for responsible tourism and travel philanthropy opportunities to make a contribution. Thomas Cook UK & Ireland, for example, includes messages about travel philanthropy in its brochures, in-flight magazines, and holiday guides and resort folders, and on its websites. Similarly, Exodus carry regular updates on their travel philanthropy projects on both their e-newsletters and hard copy magazines.

Many companies use the marketing of their philanthropic activity to build their relationships with their clients and potential clients; less often do they build particular opportunities for travel philanthropy into their itineraries and brochures. Two examples where this has been done are provided by the Over Fifties operator Saga Holidays:

25 http://www.exodus.co.uk/assets/pdf/Exodus_Nepal_Newsletter_310409.pdf
• The Saga Holidays Peru Land of the Incas 14-night itinerary includes a visit on Day 3 to a nursery school of underprivileged children in Arequipa. The brochure copy includes the Saga Charitable Trust logo and makes clear Saga’s engagement: “The Saga Charitable Trust is helping to fund this nursery and a contribution towards this project is included in the price of the tour.”

• In Delhi on the evening of Day 2 of Saga’s Jewels of India there is a talk and film shown about the work of Prayas, and on Day 3 there is an optional opportunity to visit the project which is supported by the Saga Charitable Trust and which helps children who live and work on the railway platforms. This is a very different approach to those companies who turn the plight of these street children into a “poorism” spectacle26.

3.1.3 Booking
When travellers book their travel on-line or through call centres it creates one of the first opportunities on the visitor journey to engage and enable them to donate to travel philanthropy.

3.1.3.1 Travel Foundation
Some Travel Foundation members put an opt-out donation on the booking whilst others adopt an opt-in approach. For example, Travel Foundation is featured on Thomas Cook UK & Ireland’s sustainable tourism microsite which forms part of its main booking page. Thomas Cook UK & Ireland provides a website address and a text number for the use of those who want to donate. The new Thomas Cook UK & Ireland brochures for Summer 2010 have a new introduction page saying how much money has been raised and it tells people to look out for Travel Foundation projects whilst on holiday. All Travel Foundation information is uploaded to ‘Ask Thomas’, a web-based information facility that is available to all agents both in the sales centres and in the high street stores. If customers ask about The Travel Foundation, agents can log on to ‘Ask Thomas’ to find the relevant answers so that they can respond to customers’ questions effectively.

3.1.3.2 Wider Horizons
Wider Horizons27 organise journeys for encounters with people, cultures, and faiths in the Middle East, Africa and Asia. They visit local communities, and learn of their history, their culture, and the issues that affect their lives today and meet and share with local Christian communities of all denominations. For every participant booking a visit, a donation is given by Wider Horizons either to the Charity/Organisation through whom they are joining the visit, or to a project local to the destination. Charities to which Wider Horizons made donations in 2008 included:

• Four Homes of Mercy. Home for Disabled. Bethlehem
• Bethlehem Rehabilitation Centre
• IBDA Cultural Centre in Deheisha Refugee Camp, Bethlehem
• Bethlehem Bible College
• Refuge Egypt Refugee Centre, Cairo
• Biblelands Society, UK

3.1.4 Tickets and Joining Instructions
Tickets, joining instructions and destination information represent an opportunity to invite travellers and holiday makers to consider contributing to a destination or charitable cause. However, the research showed that this is typically an opportunity lost.

26 See for example http://traveler.nationalgeographic.com/2009/03/feature/slum-tours-text
27 www.wider-horizons.org/booking.php
3.1.5 The Journey to the Destination

During the journey to a destination it is possible to benefit from a captive audience by providing a range of different opportunities for travellers to give. The following case studies illustrate some of the different mechanisms that are being used very effectively by some within the tourism industry to enable and encourage travel philanthropy from holidaymakers.

3.1.5.1 Virgin Atlantic

In 1993 Virgin Atlantic\(^{28}\) established the Virgin Atlantic Foundation which manages the Change for Children programme. Change for Children supports a different children's charity each month on board its flights. On average, each month raises approximately £40,000. Charities need to be registered and focus on children's needs in the UK or any of Virgin Atlantic's destinations. The criteria include children and young people who suffer due to neglect, abuse or poverty and illness.\(^{29}\) For example, Stepping Stone Nigeria offers shelter, health care and education for abandoned children due to local beliefs in witchcraft and children being 'witches' or 'wizards'. The support of Virgin Atlantic will fund the creation of an organic farm and a solar powered computer facility.\(^{30}\) Other examples include:\(^{31}\)

- Virgin Atlantic raised £88,000 for Children with Aids Charity which supplies essential items for children infected or affected by a family member with HIV/AIDS such as household goods, school uniforms and toys.
- A donation of £90,000 to the charity Muscular Dystrophy purchased specialised equipment that enables children to be more comfortable and mobile and generally increases their quality of life.
- Project Hope UK in China in partnership with Shanghai Children's Medical Centre established its own training programme for oncology care and treatment facilities for children. £67,000 from Virgin Atlantic funded essential care for 4000 children in one year.
- Through funding of £34,000 and volunteers the Sekenani Primary School in the Masai Mara, Kenya, has been renovated and repaired for 600 children.
- For Chinese earthquake victims in Sichuan in 2008, £48,000 was raised.

Virgin Atlantic offers in-kind support through Flight Assistance which offers discounted flights for children and young people who need medical treatment or need surgery to prevent life threatening diseases. Flight Assistance also supports medical staff flying to offer relief aid in a disaster area or performing life saving surgeries. Additionally, a Disaster Relief Fund offers financial assistance to relief aid organisations and will fly any essential aid relief equipment to disaster areas. Cargo shipments for charitable causes for children and young people are provided free of charge.\(^{32}\)

Dreams Come True is a registered charity working in partnership with Virgin Atlantic which makes the dreams of terminally or seriously ill children come true. This can include organising day trips and holidays abroad for example to visit long lost relatives, swimming with a dolphin or a trip to Disney World. Virgin Atlantic supports the charity efforts with such trips.\(^{33}\)

Virgin Atlantic offers opportunities for volunteers to join some of the Change for Children supported charities. For example, volunteers worked with a school in Kenya to renovate and repair dormitories, kitchen and classrooms. Virgin Atlantic staff also

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\(^{28}\) [http://www.virgin-atlantic.com](http://www.virgin-atlantic.com)


participate in fundraising events for their chosen charity. In 2008 staff raised over £70,000 for Chestnut Tree Children’s Hospice and Water for All34.

3.1.5.2 British Airways

British Airways35 supports a community and conservation programme as well as a community investment programme in the UK. In 1994 British Airways established a partnership with United Nations Children’s Fund (UNICEF) and introduced a new initiative, Change for Good, and supported UNICEF’s work in over 55 countries. To date Change for Good has raised £26 million, on average raising £1.3 million per annum.

Donations of all foreign currencies are collected in back-seat envelopes from British Airways’ annual 33 million passengers. Approximately 50,000 envelopes are collected monthly and in 2008 averaged a monthly income of £105,000. Each envelope contained £2.33 on average.

Cabin crew and staff promote the Change for Good programme during flights and collect donations by volunteering to be Change for Good Champions. Donations can also be made online or at Travelex in the UK. Here are some examples on how funds have been invested:

- In 2004 Change for Good in India has raised £485,250 for HIV education work in the state of Andhra Pradesh.
- In Mexico City a donation of £150,000 helped street children and prevent children working on the streets.
- In Tanzania, £300,000 supported a HIV project for children. This provided treatment and training of health care workers as well as bikes to enable staff to reach remote areas.

More recently in May 2008 a donation of £300,000 from the Change for Good initiative allowed for a quick response to the devastation of Cyclone Nargis in Myanmar. Urgent life-saving suppliers such as water and medicines were sent into the affected areas.

Support for conservation and community programmes mainly entails in-kind support, such as excess baggage allowance, transportation of specialized, emergency and medical equipment and free flights. For example in 2007, 460 refurbished computers and laptops were flown to school projects in Pakistan and Kenya. In partnership with Cisco and Microsoft, software and Internet facilities were provided.

A further project focuses on a large slum in Nairobi. Professionals were flown to Kenya to set up a computer centre in four schools and will provide access to over 4,000 school children. The plan is to extend access to other community members and health and community workers. A training and exchange programme for teachers and head teachers with a school in Heathrow. British Airways provides free transportation between the two countries. In partnership with a Colomer Revlon, a training hair salon was established for disadvantaged young adults offering apprenticeships. British Airways funded part of their salaries.

In townships in Johannesburg and Cape Town, a youth development project has been running for several years, focusing on football for children and making schools safer. As part of the project over 56 coaches have been trained and over 10,000 children participated. British Airways provides flights and air freight for sports equipment. Staff supported health and well being workshops for 1,500 children and the police focused on personal safety.

35 www.britishairways.com
As part of the community investment in the UK, British Airways prioritises its efforts on education and youth development, the environment, heritage, sustainable tourism and supporting their staff. Some of the support is based in and around major airports in the UK and Scotland. In Heathrow for example on board blankets are donated to animal welfare centres and to disaster areas. During fundraising events since 2005 approximately over £390,000 have been raised, this helped to create a leisure room for young cancer patients at a local hospital.

The British Airways Giving Scheme is established to allow staff to make financial donations from their salary, the scheme is tax free and staff choose their own registered charity. During the period of 2006/7 staff donated in total £ 587,067. The most supported charities are Cancer Research UK, the RSPCA and Sreepur Village project, an Bangladeshi orphanage project established by a member of staff.

Lastly, High Flight is a charity allowing disadvantaged children to experience flying. The British Airways Action for Street Children allows staff to volunteer with either Hope for Children, Task Brazil and The Railway Children. British Airways additionally sends equipment to project locations and allow four staff members per trip to travel free of charge and free excess baggage.

3.1.5.3 Southern Railway

Many UK rail companies support the Railway Children charity which works with street kids. Railway Children began in 1993 when David Maidment, the former Controller of Safety Policy with British Rail, was on a business trip in Mumbai. Deeply moved by the many street children he saw at the main railway terminal, and haunted by the image of a 7 year old girl beating herself to elicit sympathy and money, he launched Railway Children in 1995. It now works with 45 partner organisations in 117 projects worldwide across Africa, Asia, and the UK. Last year it helped 25,571 street children around the world. Southern Railway makes a charitable donation of £1 for every annual season ticket sold online via the Southern website supporting the Railway Children Charity and a local appeal to make Sussex hospitals more child friendly.

3.1.5.4 Saga Cruises

On their world cruises, Saga Rose and Saga Ruby World traditionally raise money for a selected Saga Charitable Trust project each year. In 2008 the ships raised £36,000 between them for Hand in Hand to set up and run a new nursery in Lima. In 2009, when Saga Rose docked in Peru, the Captain, together with passengers and crew officially opened the new centre and celebrated with the children, their parents and nursery staff. This tangible support is very meaningful and gives Saga travellers confidence in supporting projects, particularly at places where they have enjoyed memorable experiences.

3.1.5.5 Thomson Airways

Thomson and First Choice customers flying with Thomson Airways are offered the opportunity to donate to the Family Holiday Association and Born Free Foundation on return flights. Thomson Airways also sells Thirsty Planet bottle water on board its flights. For each bottle sold, five pence is donated to Pump Aid, a charity working with African communities to give them access to a sustainable, clean water supply. From February 2008 to February 2009, Thomson and First Choice customers helped to raise over £51,000, which is funding the digging of wells and the installation of easy-to-maintain water pumps that will deliver clean water to more than 200 villages in Zimbabwe and Malawi.

36 www.greyalchildren.org.uk
37 www.rockinghorse.org.uk
3.1.6 The Experience in the Destination

Once travellers have arrived in a destination their direct holiday experiences can create a very strong motivation to give locally. The following case studies illustrate the wide range of opportunities for travel philanthropy that are created for travellers both by the travel industry, and by individuals who have been inspired by their travel experiences to take action and set up a philanthropic project for beneficiaries in a destination.

3.1.6.1 Saga Holidays

The Saga Charitable Trust (SCT) came into contact with the Hand in Hand Trust (HiH), a UK charity that provides nursery care in Peru, through a Saga customer. HiH established several nurseries in economically poor areas of Lima and, after a visit by the Trust Director, the SCT agreed to fund the running costs of approx $2,000 per month for one of these. A visit to the nursery was introduced for guests on the Saga tour of Peru and a per head donation included in the cost of the holiday. This interaction has proved not only meaningful for the guests, but has really helped the children to develop in confidence and learn English. In addition, their local ground agent, who previously had no experience of these areas, has now become involved and their staff help organise Christmas festivities and day trips.

3.1.6.2 Examples for Bushtracks

In February 2005 a group of Bushtracks’ travellers was welcomed by the village of Bayanga in the Central African Republic. Their hospitality made an impression on the travellers, and they eagerly took on the assignment of building "a real basketball court" at the villagers’ request. Bushtracks, working with Generosity in Action, handled the travellers’ donations and coordinated with David Greer of the World Wild Life Fund to realize the basketball court. In February 2006 another Bushtracks group visited Bayanga at which time the village elders dedicated the court and organised a game against Nola, a village located three hours away.38

Another example is Timia, an oasis in the Sahara over six hours from the closest airport at Agadez, Niger. In 2006, Bushtracks built a tented camp for guests travelling on a Sahara safari tour. Two groups visited the Timia camp and wanted to give back to the community. The Mayor of the Greater Timia region (a territory covering 24 miles by 240 miles) asked for help in constructing a high school, to which 50 travellers happily responded with a gift of $1,255 and closed the gap needed to fund the new school.39

3.1.6.3 Thomas Cook UK & Ireland

The research identified a number of examples of how Thomas Cook UK & Ireland creates opportunities for travel philanthropy for its guests and employees whilst at a destination:

- In the Dominican Republic on the MegaTruck safari guests are asked to contribute clothes such as t-shirts, shorts, trainers, and flip flops, and advised that if they would like to take gifts out to the children in the local villages to support their education to take pencils, pens, paper etc. Guests are asked not to take sweets with them as it encourages children to stray from school, and most families cannot afford dental treatment should it become necessary. It is reported that the guests very much enjoy being able to contribute in this way. Different villages are usually visited on each of the trips in order to spread the benefit of being visited.

- The Thomas Cook resort team in Cancun raised US$5,000 for the Thomas Cook Children's Charity. The team collect unwanted items from guests before their departure. Normally the reps collect bags full of clothes, toiletries, flip flops and so

38 http://www.bushtracks.com/sustainable-travel/travel-philanthropy#Ebenezer_School
on. The donated clothes and toiletries are then given to local families. The resort team has submitted an application to the Thomas Cook Children’s Charity for a fund to build a Kindergarten at a local school which is currently being reviewed by the charity’s Board of Trustees. The school’s objective is to rebuild the entire school to give pupils a much better atmosphere in which to study.

- In Hurghada, Luxor and Marsa Alam guests receive a letter with their departure details a couple of days before going home. They are asked if they would like to leave clothes or other donations for the Sunshine Orphanage in Luxor which is currently home to 83 children. The resort team also collects donations for the Brooke Animal Hospital in Luxor, which is dedicated to the treatment of horses and donkeys. Much concern is generated amongst their guests after witnessing first hand the poor treatment of these animals and they often approach the reps to ask what they can do to help. Details of the two charities are in each hotel’s information books, and guests visiting Luxor for the two-day excursion also receive information.

- The Thomas Cook resort team in the Algarve make collections in hotels of toiletries that guests do not want to take home and they are donated to a children’s home in Albufeira. The guests are happy to participate knowing that it is a worthwhile cause and it means they have more room in their suitcases on the way home. The employees also donate old uniforms and KidsWORLD stock to local children’s charities rather than throw them away.

- In the Dominican Republic, Thomas Cook resort employees are actively engaged in supporting the Ricardo Limardo Children’s Hospital in Puerto Plata. In the past two years they have raised $35,000 for the hospital by running charity nights every two weeks and promoting these on the resort booking form. Thomas Cook guests join in with activities such as a pub quiz and other team games. The resort also runs an annual charity day in the summer which is supported by many of Thomas Cook’s suppliers. The funds raised have paid for air conditioning to be installed in the neo-natal unit, for running water in the toilet blocks and for furniture for employee areas and offices at the hospital. Thomas Cook guests are particularly impressed with Thomas Cook’s support for a local cause, with some of them actually making personal donations of up to $1000 on the charity night.40

- In Bulgaria Thomas Cook runs both summer and winter programmes. Thomas Cook’s resort manager organises a charity day each season. The team has supported an orphanage in Bulgaria for the past 10 years, and usually arranges a day out for the children in the summer at the local Aquapark and a trip on the ski-slopes in the winter. The children have very little opportunity to enjoy trips like these and to meet people outside the orphanage. It is something they always really look forward to each season. The team has raised nearly £1,000 in the first nine months of 2009 and the money will go towards buying new beds for the orphanage.

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40 With thanks to Jo Baddeley, Sustainable Tourism Manager Thomas Cook Group plc
3.1.7 Resorts, Hotels and Accommodation Providers

A great deal is done locally in the hotel and accommodation sector to contribute to travel philanthropy. This is in part a reflection of the importance to hotels of maintaining good local relationships with neighbouring communities both in developed and developing countries. Only a few of thousands of initiatives can be included in the case studies here.

3.1.7.1 Apex Hotels

Apex Hotels, with properties in London and Scotland, support a nominated local charity in each hotel’s region. All charitable activities, donations and sponsorships raised by customer, suppliers and staff contribute to the Company’s objective of supporting local charities.

3.1.7.2 Starwood

Starwood has a global relationship with UNICEF under the “Check out for Children” programme. Since it was established in 1995, ‘Check Out for Children’ has raised over $21 million worldwide for UNICEF’s work through Starwood Hotels & Resorts guests’ donations.

3.1.7.3 Young Career Initiative

There are a number of training initiatives in hotels which seek to work with vulnerable young people, all of which need to raise funds to complement the in kind donations and cash from the corporates. The Youth Career Initiative run from the International Tourism Partnership is one such example. This is a unique partnership with a number of leading full service hotels (currently the programme runs in 11 locations worldwide, and increasing each year) that provide an intensive six-month long mentoring and workplace training programme to transform the life-chances of school leavers from disadvantaged backgrounds, who have no other prospects of employment or education. They are currently trying to build and diversify the funding base for this great programme, including an online campaign through the Big Give, so that the programme can be expanded in the future. Six Senses and many other International Tourism Partnership members have social and environmental funds used to support a wide range of local worthy causes, some encourage guests to donate others make a corporate donation to the fund.

3.1.7.4 Scandic Hotels

Scandic are well known for their environmental performance, they have a social programme as well. “We care because we are part of society” and they explain what that means to them:

“… most of those who work with us live in the same area as the hotel. This is why we want to make the area a pleasant place to live and work. For example, in some towns, night patrols by adults make the streets safer for our teenagers. The nearest Scandic offers those adults a night-time coffee to keep them going. It's what good neighbours do, and it's one of the things that Scandic in Society is all about.”

Scandic encourage guests to ask what the hotel they are staying in are doing:

“many lightly used, clean and intact duvets have a second life. Some hotels give them to hostels for the homeless or aid organisations. Other hotels give food that wasn't served at meetings, straight to those in greater need. Ask at your Scandic about what they do to make life outside the hotel walls a little easier.”

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41 www.apexhotels.co.uk/about
42 www.youthcareerinitiative.org
43 www.theBigGive.org.uk/youthcareerinitiative
44 www.scandichotels.com/About-Us/Responsible-living/Society/
The Scandic in Society programme has been running since 2001. “Scandic in Society is more about active initiatives than donating money. We want to create good values that we share with our team members, guests and customers. Our aim at Scandic is to be a good company in a good society.” They support the Tallinn Child Support Centre and have just announced that they are setting up a Scandic Sustainability Fund to award funds to initiatives beyond the walls of their hotels.

3.1.7.5 Marriott
In 2008, Marriott International signed an agreement with the State of Amazonas in Brazil to protect 1.4 million acres of endangered rainforest in the Juma Reserve. The project supports employment, education and healthcare for the Reserve’s 2,000 residents, who in turn will help protect the rainforest from illegal farming and logging. Marriott customers are encouraged to donate to the scheme through the website and in hotels.

3.1.7.6 Grand Hyatt Santiago Recycling and Philanthropy
An integral part of Grand Hyatt Santiago’s recycling program is its partnerships with local charities, such as Cenfa, an organization that helps families in need, and Coaniquem, an organization that works with child burn victims. The hotel donates paper, bottles, aluminium and glass to these organizations which then sell them to recycling facilities and use the profit to fund their programs. This symbiotic relationship allows Grand Hyatt Santiago to divert its recyclable materials from the waste stream while providing assistance to these important organizations.

3.1.7.7 Sun International Zambia
Sun International, Zambia’s Social Corporate Investment programme, focuses on empowering the people and sustainability in the communities in which they have hotel resorts. They support health, education, agriculture and environmental projects including orphanages, HIV/AIDS, a hospice and cultural projects, partnering with NGO’s such as The Butterfly Tree.

Sun International runs hydroponics farming by the Victoria Falls training local people, including the blind, to produce fruit and vegetables for their resort in view of making them self sustainable. Other projects their company are involved in are fish farming, anti-malaria projects, as well as providing food for the orphanages and an old age home in Livingstone.

3.1.8 Returning and Post Trip Donations
Traveller’s and holiday-makers post-trip donations are another opportunity for travel philanthropy along the visitor journey but one which is hard to monitor, and which is often not promoted by the travel industry. PeopleandPlaces reports that 50% of the donations raised by its volunteers are post-trip. Travellers have seen the need on the ground, met the people who will administer the money and TravelPledge listing gives credibility to the fundraisers as they talk with friends and local associations.

3.2 Integrated Approaches
The case studies below illustrate how some companies have gone one step further by developing an integrated approach to travel philanthropy through creating opportunities at a number of different stages of the visitor journey, at different levels within their organisation, and using a variety of methods and activities. This is enabling the provision of longer-term support for projects and causes supported, as well as maximising the positive impacts that charitable funds can have through responsible tourism and local socio-economic development aimed at poverty alleviation.
3.2.1 Bushtracks USA

Bushtracks is a California based specialist providing safaris and flying adventures. On their Sustainable Travel page on the company website they draw attention to their philanthropy programme of giving back to the communities they visit:

“Travel creates powerful connections between people, and many of our guests return from their African safaris determined to make a positive change in the lives of the people they’ve met on their travels. Since 1991, Bushtracks and our travelers have contributed financially and in-kind to innovative programs.”

As part of the Southern Africa Family Safari itinerary young guests are matched with a similarly aged child at the Ebenezer School, and begin a pen pal relationship that culminates in a visit and soccer game as part of their safari tour itinerary. Through Generosity in Action, a US based charitable foundation, a designated fund has been established for the school, and Bushtracks travellers have directed their donations to improvements including: a babies' home, a security wall, a medical centre, school buildings and administrative offices.

3.2.2 Saga Holidays

Saga Holidays have worked consistently to engage Saga travellers at every stage in the customer journey.

Head office staff organise and take part in fundraising activities for the Saga Charitable Trust which supports communities in destinations in developing countries. Contact centre staff help facilitate the donation process, and field staff at destinations support/visit projects to help develop and build relationships with local communities.

Saga guests have an opportunity to visit Saga Charitable Trust projects, where appropriate, and many are moved to offer further support on their return, often on an ongoing basis through standing orders. The Trust is able to offer a reliable and effective mechanism for managing customer donations. During their annual fundraising week guests on all Saga holidays and cruises worldwide are invited to take part in a ‘walk a mile’ event. In 2009, £16,107 was raised during Fundraising Week which was matched by Saga Group to reach a total of £32,215. Activities included tournaments, entertainment and the “walk a mile, raise a smile” event involving more than 9,000 people.

In addition to features in Saga Magazine, the SCT produces an annual newsletter which is distributed to donors, resorts, tourism partners and all Saga staff. Plus a leaflet about the SCT is included with travel documents sent to Saga passengers prior to departure.

3.2.3 Exodus

Exodus has integrated travel philanthropy into its approach to travel and they work with Friends of Conservation to enable their travellers to claim Gift Aid when this applies. They have developed an approach to operating in destinations which aims to support local economic development/poverty alleviation and minimise the negative impacts of their travellers.

For example, in 2002 Exodus Holidays started to support the Nava Kiran Orphanage in Kathmandu. Over the next few years they raised the money to build an entirely new home for the orphans and are now involved in funding their education as well as supplying solar cookers and a bio-gas unit to help with their energy needs. In addition they also support several other schools, have put water pipes and solar lights into villages and provide long term support to a tree nursery. Of course natural disasters...
can, and do, occur in this region and they have responded recently by helping villagers in Ladakh rebuild homes after freak flash floods.46

Exodus Travel also support the Kiya charity in Peru set up in 2001 by a British woman, Suzy Butler, and the Rainbow Centre opened in early 2002. It was first visited by Exodus overland truck groups shortly afterwards and the centre soon became a regular stop on its overland itineraries. In conjunction with their local partners in Peru, these visits began to expand to include the majority of Exodus’s Peruvian trips, and local donations from their clients have played a major role in supporting the centre’s work. In 2007, Exodus donated £1500 to the centre and this helped to build and run an oven which is used by the children to bake pizzas, bread and ceramics that they can sell to visitors. So far in 2009, Exodus has raised £4,700 which has already been used to support the work of the outreach programme. Exodus’s aim for the remaining months of 2009 is to provide a minimum donation of £365 each month which should cover the majority of running costs of the Rainbow shop, including staffing costs and materials. If more funds are raised they will go towards supporting the outreach programme, which costs in the region of £780 per month.

Another activity planned by Exodus for 2010 will be to offer specific departures for Everest Base Camp, the Inca Trail, Mount Toubkal Climb and Kilimanjaro where they will donate some of their profits to specific projects and encourage clients to obtain sponsorship for themselves.

Exodus clearly aims to engage its travellers in travel philanthropy as illustrated by the following abstract from their website:

“Our involvement with the project relies heavily on donations from our clients. If you are travelling with us to Peru, most trips will include an optional visit to the Rainbow Centre where you can meet the students and enjoy one of their delicious pizzas, or buy a t-shirt or hand crafted ceramic. You can donate money to the project locally or through Friends of Conservation in the UK. Alternatively, if you are trekking to Machu Picchu on the Inca Trail or the Moonstone Trek, you could ask your friends and colleagues to sponsor you, and raise money for Kiya that way. Remember that just £10 can make a huge difference to the centre and to the children given the relatively inexpensive running costs.”

The Exodus website carries regular updates on the nine projects, in India, Kenya, Morocco Nepal, Peru, Tanzania, Sri Lanka and Pan Parks across Europe, for which they fundraise and donations are channelled through Friends of Conservation enabling Gift Aid to be claimed where the donation qualifies. This ensures that all administration costs are covered and that as a minimum 100% of donations is delivered on the ground. They have now raised over £100,000 for their Himalayan projects and so far in 2009 have raised £36,000 for different projects.

3.2.4 Explore

Explore, a leading UK adventure tour operator, actively supports a number of charitable causes and encourages its travellers to “help support many of the charitable initiatives we are involved in to really help people and the environment in the countries you are travelling to.” Explore donated £15,000 in the last year, in addition to carbon offsetting through which many tens of thousands are donated to local schemes (not relevant to charities though).

There is a list of the projects which Explore supports on its website47 and they have also recently established a charity vetting system using a simple questionnaire to

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46 http://www.exodus.co.uk/responsible-travel/our-projects/himalayan-community-support
47 http://www.explore.co.uk/responsible-travel/charities-we-support/
ensure transparency when supporting charities, particularly smaller ones. See Box 4. below for more details.

**Box 4. Explore’s Charity Vetting Questionnaire**

**CHARITY & PROJECT QUESTIONNAIRE**

*If you would like to propose a charity or project destination that Explore or its customers could support, please complete this form and return by email to your Operations Manager ops@explore.co.uk. Customers should not be encouraged to give money unless approved by Explore.*

1. Name of project
2. Name / contact details / position of main contact
3. Where is the project and what does it do?
4. Who is being helped by the project?
5. What does the project want to achieve?
6. Is the project a UK registered charity?
7. Is the project a locally registered charity?
8. How is the project organised and staffed?
9. Is the project supported by any other organisations / government / companies?
10. How does the project raise money?
11. What was their turnover in the last financial year?
12. What consultation has taken place with local people regarding the project activities?
13. How do they account for monies received and spent? (e.g. is there a committee, trustees, formal accounts?)
14. How do they measure project success and the difference the projects are making?
15. Is there an annual report or similar we can have a copy of?
16. Does the project welcome visitors?
17. How can we or our clients support the project?
18. General observations / comments.
19. Does the ground agent know this project and have any comments?

Completed by (name, job title, company):
Date:

Explore do not make the mistake of assuming that charity is the same thing as Responsible Tourism - it is no more than a part of it. To quote from their website:

“Responsible travel is about doing business properly, not just supporting charities. However, we are firm believers that travellers and tour operators should ‘put something back’ into the communities they visit for the benefit of those who are unable to reap the benefits of tourism. Many of the people we work with share this ethos and more than 40% of our ground agents are also involved with local charitable causes.

Take a look at the many projects Explore currently sponsor and which you too can support. In addition, on many tours it may be possible to visit a school or local project. Over the years we have helped many local communities with small but important projects such as building a community hall for our porters’ village in Peru, supporting disaster relief following the earthquakes in Pakistan and Gujarat, and providing a threshing machine for a village in Cambodia. Following the 2004 tsunami, Explore, its staff, customers and friends raised over £28,000 and sent over 8,000kgs of supplies to the affected areas. Check your trip dossier for what we are doing in the country you are visiting and how you can get involved.

We hope that you will consider continuing the support of these worthwhile causes once you return home. Membership and regular donations are the best ways to support as they give these worthwhile projects stability to plan for the future. Most donations in the UK can be made with Gift Aid which enables the charity to claim an
extra 28p for every £1 given. For this reason, in most cases we do not encourage or accept donations directly whilst on tour."

Explore encourages its travellers to donate money rather than goods and to donate from the UK where Gift Aid can be added – they encourage support of a number of charities presented elsewhere in this report: Friends of Conservation, Azafady and Travel Operators for Tigers and ten others. The proposition is simple: we are corporate members or supporters of these organisations and we encourage you to donate directly to them.

In September 2009 the lead story on their news section was the efforts of the Explore office staff, five of them including the MD, one tour leader and three customers who are planning to run in The Gorilla Organization’s Great Gorilla Run. Customers, staff and suppliers were urged to support the team or buy a gorilla designer T-shirt in support of the charity. They hoped to raise £3,600 and by the end had raised £4,231 from 153 sponsors.

3.3 Foundations
The majority of the tour operators have chosen to set up either a foundation or a trust, separating its business operations with its philanthropic activities. This allows for more transparency and accountability as a UK based trust needs to define its aims and objectives as well as keep separate financial accounts. It also adds another dimension to the company’s brand.

Interesting to note is that some of the large operators such as Virgin Holidays and Intrepid use more than one method of distributing donations. For instance, Intrepid opted for two separate funds which support well established charities and small scale community based projects. Virgin Holidays supports initiatives such as the annual Responsible Tourism Awards, scholarships and its own foundation. While many tour operators deal with the same issues such as poverty alleviation and education, they address it differently.

This most likely relates back to their customers and the tour operators core ethos, which in some cases is very distinct. For example, Saga supports small community projects which are run by remarkable individuals who have dedicated their lives to the causes and their achievements and outcomes are phenomenal, and require long term commitment. In the case of the two airlines presented here, they both focus on children’s need, a popular cause and easy to relate to by passengers.

While many companies collect donations from their customers to fund philanthropic projects, Six Senses rather puts aside a percentage of its profits. This resort company works on a local level at their locations but have one foundation and giving strategy. As a result, each resort supports individually different projects addressing local needs. It highlights how organisations’ philanthropic activities are based on their operations and effectiveness.

Evident from the cross section of organisations is that travel philanthropy is highly unique and diverse. Not only are the causes, the project support and their location diverse, but more so the approaches and strategy. For travel philanthropy to be effective for different types of organisations, it needs to be designed individually to suit each situation.

The following case studies provide some examples of the different ways in which a range of organisations and companies have used a non-profit foundation to facilitate travel philanthropy.

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48 The complete list can be viewed at www.explore.co.uk/responsible-travel/charities-we-support/azafady.htm
3.3.1 &BEYOND

&BEYOND is a company which offers luxury adventure travel and safaris for “caring travellers”. In 1992 it founded the &BEYOND Foundation (previously known as Africa Foundation), the company’s not-for-profit social development partner, which over the last 16 years has raised and committed over USD$6 million to community development projects in the seven countries in which &BEYOND operates. These funds have been spent on:

- Building 130 classrooms and 20 preschools
- Increasing environmental awareness in over 8,000 school children and 600 teachers
- Awarding university level scholarships to more than 220 students through their Community Leaders Education Fund
- Collaborating with local government to build three clinics
- Implementing access-to-water projects
- Supplying over 5,000 hippo water rollers to rural families
- Funding HIV/AIDS initiatives and opening a skills and health centre
- Establishing a digital eco-village project

The Foundation focuses on empowering communities in or neighbouring the reserves with the objective of assuring the future of the wildlife and the land as a conservation entity. In line with this, one of the five pillars of the &BEYOND philosophy are that guests are offered the opportunity to be development partners and make a lasting contribution to the people of the conservation areas. As a fairly recent press release (October 2008) put it: “&BEYOND’s exceptional adventure destinations and safaris offer guests an experience that reawakens the soul, captures the imagination and promotes greater consciousness of the possibilities and responsibilities of responsible tourism. Because the company physically demonstrates their commitment to conservation and community empowerment, guests not only see how their travel money is used for positive benefit, but they also become true ambassadors of greener frontiers.”

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http://www.andbeyond.com/sustainability_with_andbeyond/care_of_the_people/and_beyond_foundati

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3.3.2 Grootbos
The Grootbos Foundation\(^{51}\) was established during 2005 in order to run the non-profit activities of Grootbos Nature Reserve, a unique destination near Cape Town (South Africa) renowned for its ecotourism. The main objective of this foundation is the conservation of biodiversity of Grootbos and its surrounds, and development of sustainable nature-based livelihoods through ecotourism, research, management and education.

The Grootbos Foundation invites tourists and tour operators visiting the nature reserve to donate funds on-line, or sponsor in other ways, to a range of social responsibility and conservation projects. For example, their Nolwandle Crafts project, initiated by Dyer island Cruises, Marine Dynamics and the Grootbos Foundation, aims to empower women in Masakhane Township by teaching them the skills needed for cloth painting, beadwork and sewing. The women buy materials from the project stock, and can then sell them to tourists that are bought to the factory by Grootbos and other tour operators. In addition to the craft training, the women are also given other life skills such as basic tuition in business skills, book keeping and literacy in English.

3.3.3 Intrepid Travel
Established in 1989, Intrepid Travel is an Australian based tour operator which offers different small group adventure trips around the world using local transport and accommodation. The Intrepid Foundation\(^{52}\) was set up in 2002 to ‘give something back’ to the destination communities in which Intrepid Travel operates. The Intrepid Foundation focuses on healthcare, education, child welfare, human rights, as well conservation and environment. Travellers can donate to their chosen project online. Intrepid Travel matches every donation made by travellers. The Intrepid Foundation consists of two components, the Intrepid Community Project Fund and the Intrepid Perpetual Support Fund account.

The Intrepid Community Project Fund supports endorsed projects in Intrepid’s destinations. These tend to be small-scale local projects which make contributions to local communities. Travellers have the opportunity to visit a project on their trip. There are approximately 40 projects in over 15 countries endorsed by the Intrepid Foundation. Examples of projects supported include teaching English for local people at Mount Kinabalu, teaching life skills and hospitality to street children in Hanoi, and allowing 270 Chinese girls to continue with their primary school education.

The Intrepid Perpetual Support Fund is an account managed by CAF Australia and the Intrepid Foundation. Each year donations made are divided equally into two.

\(^{51}\) www.grootbosfoundation.org
\(^{52}\) www.theintrepidfoundation.org
parts; one half is retained to gain interest for future investment. The other half of the fund will support other international non-government organisations such as Amnesty International Australia, the Australian Conservation Foundation, Greenpeace, WWF-TRAFFIC and Medecins Sans Frontiers.

The Intrepid Foundation approximately raises £75,000 -£130,000 each year. One of the most successful achievements has been the Asian Tsunami Appeal raising £100,000, and an Indochina Appeal for Mike raised almost £27,000 for children societies in Indochina.

3.3.4 Saga Charitable Trust

Saga Holidays originally took the initiative to establish the Saga Charitable Trust in 1985\(^{53}\). Its mission is “to benefit underprivileged communities at destinations in developing countries that host Saga holidaymakers. Not by simply giving money, but by supporting sustainable projects that empower and assist local communities and provide increased opportunities for them to benefit from tourism.”\(^{54}\) Donations from Saga clients and travellers are directly fed into projects, while costs for staffing, administration and overheads are covered by the Saga Group.

The Trust has expanded greatly over the last ten years, particularly since Saga first started operating resort stays in South Africa and was asked to fund the building of a local nursery. Since then, the Trust has distributed almost £1 million to projects in Africa, Asia and South America. The Saga Charitable Trust supports initiatives in 14 countries, mainly within education, training, healthcare and income generation. The Trust is also in a unique position to tap into a worldwide network of partners and staff who all help to support its work and ensure transparency and accountability.

The Saga Charitable Trust works hard through the staff and the communications opportunities throughout the customer experience to engage its travellers. They are open about their commitment to philanthropy “We passionately believe in giving something back to communities that welcome Saga guests and are proud to offer a channel for those who want to contribute in a meaningful way.”

An example of their work is the Peoples Community Centre in South Africa which is run by a pastor and his wife.\(^{54}\) The centre runs training courses for unemployed people to gain skills to have the opportunity to earn. A sewing co-operative trains unemployed women for nine months, who at the end receive their own sewing machine and materials to allow them to start up a business from home. As part of the course women learn to sew articles for tourists from basic materials such as plastic bags and which can be sold through the Community Centre. Saga travellers visit the Community Centre to meet project participants and have the opportunity to purchase any of the articles. Over 300 women are now part of the cooperative. The Centre also offers training in brick-laying and computer skills. Additional to learning skills, people are given new incentive, self esteem and pride for being able to support their families\(^{55}\).

Another opportunity for travellers to see how the funds are invested is provided by Saga Travel’s Gateway to Natal tour which includes a half-day excursion to meet the children of a Zulu crèche, Word of Hope, which is supported by the Saga Charitable Trust. This small crèche on the edge of a new government housing development is currently the only facility for childcare in the area and consists simply of two shipping containers. Tourists are invited to bring something for the children such as items of clothing.

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\(^{53}\) www.saga.co.uk/saga-charitable-trust

\(^{54}\) See one of Saga Charitable Trust’s leaflet encouraging their travellers to donate on the following link: http://www.saga.co.uk/saga-charitable-trust/pdfs/SCT-Leaflet-2008.pdf

Other initiatives were started by travellers for example, the Friendship Clinic near Chitwan National Park in Nepal was started by a British couple. While trekking in 1987 the couple lost their way and a young boy guided them to his house. The boy’s dream of a health clinic for his community was realized by the couple years later in 1997 through their dedication and fund raising efforts. Health care in the region was scarce, with one doctor for every 21,000 people, and people suffer from serious diseases such as tuberculosis, leprosy and high infant mortality. In ten years the Friendship Clinic treated over 50,000 people. The Saga Charitable Trust is currently funding the training of two nurses for the clinic.

3.3.5 The Tribes Foundation

The Foundation was established by Tribes Travel, The Fair Trade Travel™ company, offering tailor-made holidays predominately in Africa, as well as Asia and South America. At the core of Tribes’ philosophy is sustainability and the involvement of local people. The company seeks to ensure that their trips help local people, the environment and wildlife. In 2003 the company established the Tribes Foundation. “to relieve the poverty of indigenous communities in areas outside of the UK which are affected by tourism.” The Foundation has three charitable aims:

i. The relief of poverty of indigenous communities in areas impacted by tourism outside of the UK.
ii. The advancement of education of indigenous communities in areas impacted by tourism outside of the UK.
iii. To promote and preserve cultural heritage and ecological biodiversity for the public benefit in areas impacted by tourism outside of the UK, by the provision of financial assistance.

An example of Tribe Foundations work is in Chole, a tiny island off Mafia Island on the Tanzanian coast with a population of only 1000 people. In 2007, 39 children were awarded scholarships through the Tribes Foundation. The scholarships (of approx £65 each) cover basic fees for children that are educated at secondary school on Mafia Island. The 2007 annual report from Chole explains the greater good this has done for all the children on Chole:

“The scholarship programme for secondary education has significantly boosted the number of children that are attending secondary school. Children from Chole have the good reputation for paying school fees and children are not turned away from school because they are unable to pay. The people of Chole are very grateful for this support. Unfortunately there are very few role models in the community that have a secondary school education and the kids in school at present are the first generation attending secondary school. In this environment it is a tough struggle for the children to stay focused and to have the discipline to keep studying to make it through."

Tribes send guests to Chole Mjini and encourage donations on their commercial website and $10 per person per night from Chole Mjini goes to the village. Constructed in partnership with the local villagers, a proportion of the income generated goes back into the village supporting projects beneficial to the community. Owners, Jean and Anne de Villers, have undertaken many projects in the village, and recently held a fund raising event in the UK (backed by The Tribes Foundation) for the next development project to be organised by the owners of Chole Mjini.

56 http://www.tribes.co.uk/company_profile
57 http://www.the-tribes-foundation.org/default.asp?MIS=1
58 http://www.the-tribes-foundation.org/default.asp?MIS=2
59 www.tribes.co.uk/countries/tanzania/accommodation/chole_mjini
3.3.6 The Adventure Company
In 2007/08, The Adventure Company Foundation raised £6,000 for several projects including the Betalghat School in India and the David Sheldrick Wildlife Trust in Kenya. More information on the foundation can be found on their website.60

3.3.7 The Travel Foundation
Founded in 2003, The Travel Foundation61 is the travel industry’s own charity set up to respond to concerns over the sustainability of travel and tourism. It is an independent UK charity which helps the travel industry understand, manage and take effective action on sustainable tourism. It works with the UK outbound travel industry to manage destinations sustainably addressing environmental and community issues. It provides expert advice and best practice, offers practical tools and guidelines and helps coordinate actions within the industry to maximize positive impact.

The Travel Foundation aims to maximise benefits at destinations by increasing the contribution of tourism to the local economy and conserving the local environment, traditions and cultures. This has the additional benefit for visitors of enriching their travel experience. The Travel Foundation has recently taken steps to expand with the creation of an affiliation in the Netherlands with the Travel Foundation Netherlands www.travelfoundation.nl in 2007.

Six years on The Travel Foundation has projects in fourteen overseas destinations, and also provides “training, tools, communications materials and other support to help the travel industry to take effective action on all things green.” As part of this, The Travel Foundation has in partnership with TUI Travel, Virgin Holidays and Explore been giving UK travel staff the opportunity to volunteer to experience for themselves what sustainable tourism means in practice. The scheme took thirteen volunteers overseas during 2008 and their skills were matched with the needs of Foundation projects, allowing an exchange of knowledge and skills.

The Travel Foundation has a range of donors and fundraising travel companies, trusts, travel media and travel professionals, including in 2008:


The Travel Foundation collaborates with a large number of travel companies and receives a mixture of support, including corporate donations (e.g. from TUI UK & Ireland, Virgin Holidays, Sunvil, Explore, Unmissable and the Co-operative Group) and collection of donations from consumers (including by many of the companies listed above, such as The Co-operative Travel, TUI UK & Ireland, Thomas Cook, P&O Cruises, Sunvil Holidays, Titan Tours and Cosmos Holidays). Some companies match consumer donations from their own funds. Other industry organisations provide in-kind support as for example ABTA-the Travel Association, bgb, British Airways, Department for Environment, Food and Rural Affairs, Overseas Development Institute, Royal Aeronautical Society and World Travel Awards. Additionally, individual donations can be made online.

60 http://www.adventurecompany.co.uk/rt-travel-foundation.aspx
61 www.thetravelfoundation.org.uk
Funds raised are spent on demonstrating how mainstream tourism can be delivered differently to provide greater benefit to destinations – e.g. from assisting local farmers to supply hotels to facilitating reduced consumption of water and energy. This is supported by the creation of practical tools and training resources to help companies incorporate the required changes into day to day operations, as well as a range of guides encouraging responsible behaviour for different holiday-makers, including educational materials for children. The website lists supporting companies but does not direct consumers towards booking with them.

There was a difficult trading environment for the travel industry in 2008 but The Travel Foundation has managed to weather the impact of the ending of the Foreign and Commonwealth Office’s funding. Annual reports inevitably only provide snap shops, as the percentages show in Table 3 the proportions of income attributed to consumers and corporates are affected by year ends and payment dates. We understand these ratios are moving towards a more equal customer/corporate split in 2009.

<table>
<thead>
<tr>
<th>Table 3. Travel Foundation Revenue 2006-2008</th>
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<tr>
<td>2008 %</td>
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<tr>
<td>Consumer Donations 815,000 79.6 962,000 87.4 555 73.9</td>
</tr>
<tr>
<td>Corporate Donations* 170,000 16.6 80,000 7.3 142 18.9</td>
</tr>
<tr>
<td>Grants received 0 0 37,000 3.4 33 4.4</td>
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<tr>
<td>In kind support 25,000 2.4 14,000 1.2 14 1.9</td>
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<tr>
<td>Investment income 25,000 2.4 14,000 1.2 14 1.9</td>
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<tr>
<td>Total 1,024,000</td>
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Source: Travel Foundation Annual Review 2008/9 p.19
*Including the match funding donated by some operators

A founder member of the Travel Foundation, TUI UK & Ireland supports the organisation financially, by facilitating customer donations at the time of booking, and they are actively involved in planning and implementing projects. Several UK-based TUI Travel businesses support the charity through matched customer donations, and have raised over £1.5 million since its launch in 2003.

TUI UK & Ireland businesses like First Choice and Thomson encourage their travellers to donate £1 (50p for children) to their World Care Fund launched in 2006 – and they match it in full. This is an opt-out scheme with the donation added to the

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63 The funding was to establish the organisation and it was tapered. It ended as planned.
invoice. Nearly a third of customers contribute to the scheme online and through retail shops. The money is then donated to The Travel Foundation and ClimateCare\textsuperscript{64} who run projects that tackle climate change and support local communities in holiday destinations. Through the World Care Fund, First Choice customers donated £377,000 to The Travel Foundation and £290,000 to Climate Care in financial year 2006-07. By September 2009, donations raised by Thomson and First Choice had passed the £3.5 million mark with matched funding from the company.

Thomas Cook UK & Ireland was also a founder member of the Travel Foundation and it too supports it through encouraging donations from holidaymakers and travellers. The Travel Foundation has become one of its key partners internationally as it "shares its values and passion for the protection of destination environments and cultures". They support it as an active partner and a leading fundraiser: In 2008\textsuperscript{65} Thomas Cook UK & Ireland contributed over £456,000 towards the Travel Foundation's projects in destination communities, through donations made by customers when booking their holidays. For 2009 Thomas Cook UK & Ireland has pledged to raise £250,000 for the Travel Foundation. Money is raised through third party agent bookings and asking for 75p per passenger. So far in 2009, Thomas Cook UK & Ireland has contributed already around 50% of the pledged amount.

3.4 Intermediaries

There is increasing concern about how to organise the process of donating, and how to manage transaction costs, overheads and other costs related to providing a charitable service. The case studies identified here illustrate that there a number of effective intermediaries which can deliver tax advantages to donors without the expense of establishing a charity. These intermediaries use a range of mechanisms and charges for collecting donations which will provide useful food for thought for companies making their own assessment when considering the use of an intermediary in their travel philanthropy activities.

3.4.1 Generosity in Action USA

Duncan Beardsley, former director of the Stanford Alumni Travel/Study Programme, established Generosity in Action\textsuperscript{66} to help travellers helping in developing countries to give back. Generosity in Action channels traveller’s donations through the Philanthropic Ventures Foundation (PVF), a 501(c)(3) public charity located in Oakland, California, through a Generosity in Action Designated Fund “dedicated to supporting travelers’ enthusiasm to give back to needy villages and people in third world countries in areas where they travel through a close working relationship with local tour operators and guides, and projects which are monitored to insure completion.”

\textsuperscript{64} The % split varies depending on the brand collecting donations
\textsuperscript{65} We raised substantially more money for the TF in 2008 than 2009. This was because of the merger between Thomas Cook and MyTravel - therefore the funds raised for TF merged too.
\textsuperscript{66} www.generosityinaction.org
The Designated Fund allows multiple donors to receive a tax deduction for contributing to a single charitable program. Donors are able to specify the particular project to which they wish to donate. PVF has a very transparent 3% administrative fee for internet transactions. Generosity in Action is a conduit for travellers, tour operators and travel organizers to direct funds to a specific project, often one organised or identified by a tour operator or travel organizer, whilst qualifying for a charitable tax deduction. Generosity in Action also ensures accountability by managing the flow of funds in a way that assures that the money is used to complete the project as planned.

Generosity in Action gives advice, based on years of experience, to potential users of the conduit on its website:

- “do NOT consider it a priority to raise funds, ask travelers to donate, nor to create a project that isn't there. Generosity in Action works best when the enthusiasm is generated from within the group of travelers or as a part of the tour plan.”
- “Ideally the location of the project would be close (1/2 hour drive) to a place future groups are likely to visit. This provides an opportunity for a future group to double check that your project was completed and possibly be inspired to add a further contribution to that project.”

3.4.2 TravelPledge UK

Formally launched in 2009, TravelPledge67 is designed to make it easy and meaningful for individuals to give back to the places they visit. TravelPledge has been set up to respond to the growing demand from travellers to be able to contribute financially to charitable social and environmental projects in the destinations they visit. By working hand in hand with the travel industry, and local delivery partners, TravelPledge helps travellers to connect in more rewarding ways to the places they’ve visited. Very simply TravelPledge works with all areas of the Travel Industry to offer a comprehensive give back scheme that delivers the following key elements summarised in Box 5 below:

**Box 5. TravelPledge model**

- Travellers are clearly informed about the cause and the delivery partners they are supporting.
- Travellers will always be confident that their money will make a difference. Every project is subject to a robust due diligence. They avoid projects that may create lasting negative effects on beneficiaries or their environments, or lead to dependency on travellers’ gifts. In addition, many of the projects promoted have regular visits / engagement from the travel companies that promote them.
- Travel companies receive their own online landing page where they can highlight projects of particular relevance to their travellers or holidaymakers, or projects which they have identified, whilst also offering their customers a wider choice, enabling them to choose which project to support, based on their own personal motivations.
- Travellers donating to projects receive 3 clear communications about their gift:
  - (i) TravelPledge has received their donation and where applicable gift aid has been added.
  - (ii) Donors are informed when the project target has been reached and all the funds have been transferred to the delivery partner in destination.
  - (iii) Confirmation that the project has been completed – where possible with a photograph.
- TravelPledge does not drip feed projects with donations as they come in. We achieve the full target before we send the funds, therefore reducing possible leakage, reducing costs associated with international money transfers and most importantly, significantly reducing the possibility of the donations being spent on alternative unplanned expenses.

67 www.travelpledge.org
• Delivery Partners (the people responsible for delivering the projects) are not charged any fees by TravelPledge
• Due to their charitable status all donations can benefit from Gift Aid, and importantly unless clearly stated, TravelPledge retains 0% of project donations or the Gift Aid, passing everything they get on to the beneficiaries in the destination.
• All **online** donations incur a 4% charge on gross donations, the fee is charged by the Charities Trust, it covers the costs of Gift Aid processing and the credit card charges.
• International money transfer charges are covered by our Travel Industry Supporters
• Travel Industry Supporters featured on their website are all required to make a corporate donation to TravelPledge, which is retained by them and contributes towards their overheads – allowing them to take 0% from consumer donations.
• Travel companies never handle their consumer’s donations, therefore promoting increased transparency relating to their give back scheme.
The TravelPledge model allows travel companies to encourage charitable giving at any point of the traveller journey, with most opting for promotion during ‘emotive periods’ during and post trip.

By donating through TravelPledge, donors get to witness the benefits of their giving, it is so important to show people the results of their charitable support. At the same time the completed projects will allow the UK travel industry to validate and ‘story tell’ about the contributions travellers have made to philanthropic causes, clearly distinguishing between corporate and individual donations. TravelPledge hopes that by working with them, travel companies can concentrate on developing and improving their own corporate Responsible Tourism policies whilst also guiding their consumers to a sustainable and effective means to give back with confidence.

TravelPledge provides a strong link between travellers and (often unheard of) local charitable initiatives. Currently TravelPledge and its supporters are fundraising for 10 projects in 7 countries: South Africa, The Gambia, Romania, Nepal, UK, Ethiopia and India. 4 project targets have already been achieved and donations are expected to reach £35,000 by year end in 2009.

Current Travel Industry Supporters include: People and Places68, responsibletravel.com69, Carbon Responsible70 and Travel Matters71.

3.4.3 Sustainable Travel International USA

In December 2008 Sustainable Travel International established a web address for Travelers Giving Back™72. This address links to Sustainable Travel International’s Travelers Giving Back™ page. Their focus is on “attracting financial and in-kind support for sustainable development-oriented projects that help the environment and local people, and support community self-reliance.” This enables travellers or companies to select from amongst 500 initiatives by topic or country, the user clicks through to lists of projects and payment can then be made through Global Giving. In this way an average of 90% of the donation goes to the projects selected, “the balance covers either our or our partner’s overhead or is reinvested into our mission driven activities. As a not-for-profit organization, there is no “profit” at the end of the year; it is all allocated toward our sustainability initiatives.” It is also possible to donate directly to support Sustainable Travel International which is registered in the USA as a 501(c)(3) non-profit organization.73 Donations to support Sustainable Travel International are tax deductible in the USA. Sustainable Travel International, as an independent third party, helps its clients to tell their story and garner attention.74

Sustainable Travel International is explicit about it’s due diligence process:

- **We strive to be as approachable as possible to all qualified organisations interested in submitting a project for consideration.**

- **Because we cannot work with every organisation, we give priority to organisations that come to us through a business partner or are referred by a trusted partner or colleague (e.g. donors, project sponsor organisations, other project leaders).**

- **We typically use a standard called “equivalency determination” to be sure that non-US based organisations operate equivalently to a US 501(c)(3) non-profit organisation.**

- **We ensure that funds are used as intended through a three tiered system of formal audits, third party reporting, and self-reporting.**

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68 www.travel-peopleandplaces.co.uk
69 www.responsibletravel.com
70 www.carbonresponsible.com
71 www.travelmatters.co.uk
72 www.travelersgivingback.org
73 https://sustainabletravelinternational.org/green/donation/general
74 https://sustainabletravelinternational.org/documents/travelersphilanthropy_howwearedifferent.html
• We also offer a guarantee. If a donor is not satisfied with the level of reporting, we allow them to re-allocate their funds to a different project

They offer 500 pre-screened projects which enable travel businesses “to offer a visible and strong value-add to any customer considering booking travel with your company.” STI encourages project leaders and donors to reach out to their networks through email, social media and off-line fundraisers. This is offered through GlobalGiving. In 2008 about half of its projects attracted donations, they continually add new projects and remove under performing projects. They periodically receive very large contributions from corporate donors or foundations to the tune of $100,000 or more. STI and its partners at GlobalGiving received around $8.4 million in donations last year across 850 projects. This means an average of $9,882 per project. STI is launching regional initiatives in Guatemala, Mali, Ethiopia and other destinations, they think “we’re just beginning to tap into this program’s potential.”

3.4.4 CREST USA

Based in the US, Travelers’ Philanthropy originates from The Centre of Responsible Tourism (CREST) http://www.responsibletravel.org, formerly know as Centre of Ecotourism and Sustainable Development (CESD). Travelers’ Philanthropy75 allows travellers to donate online to a selection of approximately 15 projects in Peru, Costa Rica, Dominica, Ecuador, Kenya and Tanzania. Projects are sponsored by a travel company or tour operator. For example:

• The Jungle Bay Community Fund of Jungle Bay Resort & Spa which supports local communities and the environment in Dominica. The Jungle Bay Community Fund supports annual beach clean ups and education programmes for children. Further the fund has financed school fees for 250 local children since 2005, and medical supplies for health clinics. Also, Jungle Bay Resort creates jobs for local people and offers micro loans for small businesses.76

• Emboreet Secondary School in Tanzania is sponsored by Safari Ventures www.safariventures.com who support the Africa Nature Conservancy Trust in building a new school. The school will accommodate 400-600 children and will include classrooms, staff accommodation, offices, sports facilities, kitchen and teaching equipment. The project will in total cost USD 280,000.

• Patacancha Dormitory Project is supported by Country Walkers www.countrywalkers.com who built a dormitory for a small school in remote region in the Peruvian Andes. The dormitory allows 120 school children who have to travel far to attend school during poor weather conditions. The dormitory includes dorms, a kitchen and is also used as a community and health centre.

Additionally, Travelers’ Philanthropy provides a directory of approximately 12 philanthropic companies, news, tips for travellers and businesses. The 2008 Travelers Philanthropy Conference organise by CREST highlighted best practice, examples and issues through workshops and presentations77.

3.4.5 Futouris

The tourism industry is traditionally closely connected with the environmental and cultural background of our host countries. To support this connection, Futouris: Die Nachhaltigkeitsinitiative (‘the sustainability initiative’) was launched in January 2009. The aim of this association is to pool resources throughout the industry and maximise its impact. In addition to the original members – TUI Deutschland, TUI AG, Gebeco, airtours, TUI Suisse, TUI Austria and TUI Leisure Travel – and several other tour operators have announced their intention to join. The initiative started under the

75 http://www.travelersphilanthropy.org
77 http://www.travelersphilanthropyconference.org/the-conference
patronage of the Deutscher ReiseVerband (DRV), the German travel industry association and is intended to be a platform for sustainable commitment in tourism and to be open to all companies.

Futouris emphasises dialogue with the local population and promotes projects for improving living conditions, supporting education, protecting nature and the environment, and preserving biodiversity.\(^7^8\)

### 3.4.6 The Footprints Network Australia

Footprints\(^7^9\) is a large online network based in Australia. It addresses the basic needs for local people such as water, food, health care, safety and housing. ‘The footprints network is an alliance of e-commerce businesses and their customers who fund community projects from many tiny donations collected with every online transaction’. The concept of Footprint Network began in 2004 after the Asian Tsunami and was later developed as a functional online network. It collects large quantities of small donations. At any time the network supports a small number of projects which require a relatively large amount in donations. Donors choose the project they wish to donate to. For each project the fundraising status is shown, displaying the total amount required, how much has been donated and how much is still needed. To date, the Footprint Network has collected 140,185 individual donations which funded 36 projects in 18 countries\(^8^0\).

The Footprints Network gives the opportunity for online businesses to invite their clients to donate to charitable causes. For example, World Nomad (www.worldnomads.com) is an online travel network which offers different travel services, products and information such as insurance and safety advice. The travel network also provides an exchange of information through blogs, podcasts, video documentaries, etc. One part of the network is Footprints, where clients can make a donation. *‘It's important to give back to the communities in which we travel’,* says WorldNomads.com Managing Director, Simon Monk, who explains their involvement in Footprints Network. ‘Obviously this ethos struck a chord with WorldNomad’s customers as an astonishing 90% of them donate to a Footprints project when they purchase a World Nomad’s travel insurance policy’\(^8^1\).

Donations are given to recognized charities in Australia, such as Oxfam Australia, CARE Australia, WaterAid Australia and Australian Himalayan Foundation. For example Footprints Network supports:

- Clean water and sanitation facilities for a community in Indonesia which will provide water for over 300 people
- A primary school in Cambodia with solar panels and water facilities for a small community
- Training over 250 health workers such as nurses and workers for eye health care in the Eastern Cape, South Africa
- Teacher training for approximately 190 teachers in Nepal

### 3.5 Charity Begins at Home

As the case studies below illustrate, the research identified that much travel philanthropy is targeted at beneficiaries in the home country of those donating.

Initiatives like the Family Holidays Association encourage companies and travellers to help disadvantaged families to have the occasional holiday, and in national parks visitors are invited to make donations to assist in supporting the destinations which they are enjoying.

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\(^7^8\) [http://www.futouris.org](http://www.futouris.org)

\(^7^9\) [http://www.footprints.org.au](http://www.footprints.org.au)


Most Thomas Cook resorts hold an annual charity event of some description, the proceeds of which generally go towards the Thomas Cook Children’s Charity.

3.5.1 Thomas Cook & Cancer Charities
- In North America: Thomas Cook employees raised $1,485.00 towards the Daffodil Campaign which funds cancer research. They have also contributed to the annual Chum Christmas Wish which provides toys to local underprivileged children. In 2007, employees gathered 300 unopened toys and $1,800.00 in cash donations, which were matched by Thomas Cook North America. In 2008, they joined forces with the Salvation Army for a very successful combined Christmas food and toy drive. As well as the 30 boxes of food and toys collected, employees raised $1,370 in cash through raffles and donations. Including matched funds from Thomas Cook, a total of $2,740 will be distributed by the Salvation Army to those in need throughout the year. They also donated toys, clothing and food to Santas Anonymous, Angel Tree and the Surrey Food Bank.

- Sail4Cancer: Since 2005 Thomas Cook’s Neilson business has worked with Sail4Cancer, a charity set up by sailing enthusiasts who have lost friends or relatives to cancer. Using the sport to raise funds for treatment and research, Sail4Cancer also provides patients with opportunities to enjoy the time on the water. In 2008, Neilson funded 50 places for cancer patients and their families to take a break in the sun, bringing the total to 300 since the scheme began. In 2008, Neilson contributed £14,600 to the charity, along with £7,089 of funds which were raised by employees.

- Cancer Research UK: Prior to the merger with Thomas Cook UK & Ireland, My Travel Airlines UK staff raised money from in-flight foreign currency collections and scratch card sales. In 2007 they raised some £140,000 for Cancer Research UK. This brought the total raised for the charity to £680,000.

3.5.2 The Thomas Cook Children’s Charity
- The Thomas Cook Children’s Charity was launched earlier this year with the aim of making dreams come true for sick and disadvantaged children. In 2009 it aims to raise £750,000 through customer donations. The donations will be collected in store when customers book their holidays, from donation drums in stores to collect coins, and on board their aircraft. Employees both in the UK and overseas will also undertake fundraising activities to raise money.

- In May 2008, a pioneering new children’s critical care centre opened in London, thanks to ongoing fundraising by Thomas Cook UK & Ireland employees and customers. The £2.3m Thomas Cook Children’s Critical Care Centre at Kings College Hospital is the first of its kind in the UK, housing both Paediatric Intensive Care and Paediatric High Dependency units. In 2005, Thomas Cook UK & Ireland pledged to raise £2m towards the refurbishment of the hospital’s Paediatric Intensive Care Unit (PICU). This target, which has now been achieved, was to cover the estimated cost of building materials. Learning late in 2007 that the actual cost would be £2.3m, they agreed to raise funds for the additional £300,000. Of the total amount raised for the Critical Care Centre over the last year, £74,297 has come from employee fundraising. The previous year’s totals were as follows: £90,652 by asking customers to donate a pound when booking Thomas Cook holidays in its stores; £98,271 from in-flight collections backed by a video appeal from Jonathan Ross; £10,646 from customers donating unwanted foreign coins in their stores; a further £172,636 from other customer donations; £150,506 from staff fundraising – ranging from baking cakes and climbing mountains to parachute jumps, customer evenings in resorts, dress down days and marathons.
• For the fifth year running, Thomas Cook Airlines hosted four Flights of Dreams for the Variety Club Children’s Charity. These flights carried around 800 disabled or disadvantaged children on a flight with Santa. Employees raised money to buy presents for the children and helped on the flights from Gatwick, Manchester, Birmingham and Glasgow. The four flights cost £20,000 annually. This year Neilson raised £493 and Manchester Hangar £450 for gifts.

• Thomas Cook Germany supports the children’s welfare organisation Kinder in Not. For the past 30 years it has focused on Tibetan child refugees in Nepal as well as on Nepalese children. Company employees have taken the initiative privately to give up their spare time and holidays without pay to look after almost 400 children at a site near Kathmandu.

• Through customer collections, Thomas Cook’s Belgian brand Neckermann Reisen supports Make a Wish, an organisation which enables seriously ill children to realise their dreams. Thomas Cook Airlines Belgium also sponsored a trip to Mallorca to see Santa Claus.
3.5.3 Family Holiday Association

The Family Holiday Association (FHA) is the only UK registered charity which specializes in the promotion of holiday and leisure activities for low-income and disadvantaged families as a means of alleviating problems such as depression, stress-related illnesses, insomnia and other difficulties within family life. This concept of the inclusion of people living on a low income in holiday and leisure activities is often referred to as social tourism.

It was established in 1975 by founders Pat and Joan Laurence who dedicated their lives to the cause and have helped over 25,000 parents and children to have a holiday. Its mission is to ‘work in partnership with others to promote the quality of life for those parents and children who experience disadvantage as a result of poverty through the provision and by promoting access to holidays and other recreational activities’. The FHA’s aim is to increase the number of families benefitting from a holiday. It conducts research and promotes the positive effects of a holiday. Lastly, it raises awareness of the negative impacts of families unable to enjoy a holiday.

The FHA estimates 2.2 million families, approximately 7 million children, and parents have no access to a holiday each year due to poverty. It further estimates 1.5 million families in the UK cannot even afford a day trip to the seaside. In 2007 the FHA made it possible for 1430 disadvantaged families to have breaks, and in 2008 this number increased to directly benefitting another 1600 families who went on a range of holidays including one-week breaks, short-breaks and day trips. Also, in 2008 the FHA has strengthened its commitment to increase the monitoring and evaluation of its programmes, and established a number of new partnerships through a Social Tourism Consortium with charities such as the Family Fund, Youth Hostel Association (England and Wales) and UNISON Welfare.

The FHA gains its funds from different sources such as individuals and corporate sponsorship including other travel companies. Corporate sponsorship for example includes ABTA and TUI Travel who collect change on Thomson Airways flights. In 2008 FHA donations consisted mainly of corporate donations (40%), individuals (25%) and Trusts (17%).

The travel industry and travel companies are major partners of FHA contributing approximately 90% of their corporate donations, with TUI Travel being their largest corporate supporter at present. The FHA is TUI Travel’s corporate charity, and the company has been a keen supporter of the FHA for over 15 years, making an annual corporate donation and encouraging colleagues to fundraise for the charity. Between October 2007 and September 2008, TUI Travel raised a total of £71,363 for the FHA. Each year, the company sponsors colleagues to raise funds by running in the London Marathon, raising nearly £18,000 in 2008. TUI UK & Ireland raises funds for the FHA through collections on Thomson Airways flights, collecting a total of £36,416 between October 2007 and September 2008. TUI UK & Ireland’s Commercial Director David Burling sits on the Board of Trustees of the charity, and currently funds a secondment from TUI UK & Ireland to the FHA to support the charity in its fundraising activities.

These funds are supplemented by in-kind donations such as free train journeys from First Great Western and free advertising for their appeals and events through the Travel Trade Gazette.

3.6 Destination based Philanthropy

The research found that a large amount of travel philanthropy is for beneficiaries in the destination. The case studies illustrate how projects in destinations are for a range of different causes, are often stimulated by individual’s travel experiences, and

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82 www.fhaonline.org.uk
83 http://www.fhaonline.org.uk/newsstory.php?id=127&mpid=5
that tourists visiting travel philanthropy projects can stimulate further giving and local
economic benefit.

3.6.1 Yorkshire Dales
Donate to the Dales is a publicly funded project managed by the Yorkshire Dales
Millennium Trust to promote and educate visitors, and encourages donations from
the public for the preservation of the Dales.\footnote{Sarah Howsen www.yorkshiredalesandharrogate.com or www.ydmt.org} The Yorkshire Dales is an excellent
example of how the public sector and a public funded destination in the UK can
participate in travel philanthropy. Data provided indicates that donations of over £800
in 2003 have increased three fold over two years over £2,400 in 2005, in the year to
2006 £2,445 was raised and in 2007 it fell to £1,832. Fundraising in this way is
dependent both on the willingness of visitors to donate, the attractiveness of the
particular proposition and the efficacy of the industry in promoting the opportunity.

3.6.2 Friends of the Lake District
Friends of the Lake District is a registered charity founded in 1934 to promote and
organise concerted action for the protection and conservation of the landscape and
natural beauty of Cumbria and the Lake District, and to work with other bodies with
similar objectives and interests. They are a membership organisation with around
6700 members and affiliated organisations from Cumbria, UK and around the world.
They rely on members donations, legacies and bequests for 55% of their income
each year, plus the help of their volunteers who contributed 3700 hours of work in
2008.

Friends of the Lake District fund and support a number of activities related to tourism
such as sponsoring the Cumbria Tourism Sustainable Tourism Award, environmental
improvement grants, and conservation days.

3.6.3 Dyer Island Cruises
Dyer Island Cruises\footnote{http://www.whalewatchsa.com/index.php/conservations?phpMyAdmin=SiHDOHbxPR02FUqHYJN8
aAMK4Y3k02It18fcb54ca96aea718353747a52147f90=4756f4a8e47985f0c3aa50e7057f840} is a boat based whale watching and eco-tourism company
based in Kleinbaai, in the Western Cape, South Africa. The company was founded by
Wilfred Chivell, a committed marine conservationist who works closely with a number
of conservation bodies to address conservation challenges and improve living
conditions for the local communities and the wildlife. The Dyer Island Conservation
Trust was established by the company as a vehicle to fund the conservation,
rehabilitation or protection of the natural environment, including flora, fauna or the
biosphere; the care of wild animals; the promotion of educational and training
programmes relating to environmental awareness; greening and clean-up projects;
and conservation research. On their website they invite donations to the Trust,
rehabilitation of seabirds, research and to sponsor a penguin nest, the Faces of Need
Project.\footnote{www.dict.org.za}

Wilfred Chivell initiated this latter project which aims to create 3000 artificial nests for
African Penguins on Dyer Island over the next 2 to 3 years. You may ask why?
Years ago people removed all the guano (bird manure) from the island in which the
penguins used to nest. This left the island very rocky which makes it impossible for
them to make little burrows to nest in. This means that they sit on nests exposed to
the sun and kelp gulls which has led to the number of penguins on the island
deteriorating over the last couple of years. In response to this, the project invites
people to sponsor a penguin home for only R400.00 which contributes towards the
nest box constriction and placement, conservation, monitoring and penguin
research). So far they have sold about 2600 nests and placed about 800 on the
island (as the placements of these nests is a very sensitive thing which is done when
there are not any birds breeding on the island). Those who sponsor a nest get a certificate of sponsorship, penguin information, and access to website updates.

In addition, Dyer Island Cruises supports the Nolwandle Crafts Project, initiated in 2006, to provide employment for previously disadvantaged people in the local community. The project provided 15 women from the township of Masakhane with beading and craft training which they now use to make sellable products as a means of becoming financially self-sufficient.

3.6.4 The Nila Foundation and Blue Yonder
The Blue Yonder through the Nila Foundation87, which it established, are continuing their Travellers Forest eco-restoration project and have planted 500 saplings in the village of Naduvattom in an effort to regenerate the catchment area of a small rivulet. The Blue Yonder have dedicated 1% of its turnover to support forestry initiatives in 2009. Other programmes introduced in 2009 have included a micro-loan support programme to set up a workshop for bell metal workers in Desamangalam village along the river and a martial arts institution for a young entrepreneur. Starting in September 2009 they are supporting a Footprints project run by the Pain and Palliative Care Society where their travellers will be doing workshops to learn how to make garments, jewellery, souvenirs etc which will help raise funds for the Foundation to provide a regular income in a socially supportive environment.

3.6.5 The Butterfly Tree
The Butterfly Tree88 charity was founded by Jane Kaye-Bailey when during a business incentive trip to Zambia in 2006 she visited Mukuni Village and learned about the decimation caused by HIV/AIDS in Zambia. Out of 1000 pupils in the school, 450 were orphans. This travel experience resulted in the foundation of The Butterfly Tree which is a UK registered charity and an NGO in Zambia, supporting health, education, water and community projects. The charity promotes philanthropic travel working with the tourist industry to reduce world poverty.

This is one of many examples of philanthropic activity which has resulted from travel, these small highly focussed charities run entirely by volunteers can make a real difference to the communities they partner with. The Butterfly Tree Charity accounts for 2007/2008 show donations of £77,000 and expenditure of £76,374 - 57% of which was spent on building projects, 34% on orphan sponsorship, teacher and boarding fees, medical and school equipment and just 6% on operating expenses, more than half of that on shipping fees. This is a very high level of donor efficiency.

The Butterfly Tree has partnered with Just a Drop, an international charity that aims to provide clean, safe water and sanitation where it is most needed. The Butterfly Tree acts as an agent in Zambia and carries out all the ground work, while Just a Drop donates the funds. Their partnership has enabled three rural schools and a village to have bore holes and pumps. This has given these people a chance to have a healthier life and grow vegetables to provide income generating activities.

3.6.6 Hand in Hand Trust
The Hand in Hand Trust89, registered in the UK and Peru, was established to help young people living in extreme poverty in Peru. Roger and Josie Masters had fostered children for many years in the UK. When they went on holidays to Peru and saw the poverty in which many of the children in Lima live, they decided that these children needed help as well. For this reason they founded The Hand in Hand Trust in 1997. Since starting the first "Cuna" or nursery the trust now operates three centres in different locations around Lima providing care and development for more

87 www.nilafoundation.org
88 www.thebutterflytree.org.uk
89 www.handinhand.org.uk
than 120 children. All Hand in Hand UK personnel are volunteers, so every penny donated goes to providing care for the children.

They make the point that for the Hand in Hand Trust to maintain its nurseries it needs the assurance of a regular income and that regular gifts or pledges help them to care for more children – a regular flow of funds is vital to sustainability. Their accounts report no staff costs in the UK and in the year to end of March 2008 £82,304 being spent in Peru running childcare and feeding programmes.

The Saga Charitable Trust came into contact with the Hand in Hand Trust through a Saga customer and, after a visit by the Trust Director, the Trust agreed to fund the running costs of approximately $2000 per month for one of these. A visit to the nursery was introduced for guests on the Saga tour of Peru and a per head donation included in the cost of the holiday. This interaction has proved not only meaningful for the guests, but has really helped the children to develop in confidence and learn English. In addition, their local ground agent, who previously had no experience of these areas, has now become involved and their staff help organise Christmas festivities and day trips.

**Box 6. Janice Lee of Saga Charitable Trust offers her assessment of the achievements of Hand in Hand in Peru**

It has become evident that the nurseries have helped to break the cycle of poverty and improve the economic status of local communities in several ways:

- The majority of children at HIH nurseries go on to attend school which they most likely would not have done without this intervention
- Local schools report that those from HIH nurseries are ahead of other children in terms of development. i.e. they have gone from disadvantaged to advantaged
- Women from the immediate community are trained in childcare and receive an appropriate wage
- Having a safe place to leave children has made it easier for parents to seek work and this has helped the local economy

What has also happened is that gradually, as the local community is uplifted, the parents / staff are able to take on and run the nurseries themselves. HIH are then able to move on to support other communities where the need is great. For example, the first two nurseries that the Trust was funding in Lima have since been handed over to the local community and SCT is now supporting one in Arequipa.

*Source: Janice Lee, Director, Saga Charitable Trust September 2009*
3.6.7 Greaves Travel

Greaves Travel\(^{90}\) is explicit about the responsibility it feels to preserve the natural habitats of the places it serves and to improve the welfare of the people and communities who live in these areas.” Greaves connects its travellers with the projects it supports by including visits in their itineraries. Greaves Travel played a major role in founding Jaisalmer in Jeopardy, and are members of Tour Operators for Tigers which makes a contribution of £10 for every wildlife tour booking. They generate funds for the Rehwa Society which seeks to preserve the 1500 years old tradition of handloom weaving in Maheshwar, and visits to Ahilya Vihar and the Ahilya School are offered to their clients. Greaves supports the Happy Home School for the Blind in Mumbai and arranges visits to the school.\(^{91}\) The school very eloquently affirms the value of such visits:

> The Happy Home School for the Blind “needs your assistance to grow, bring light to each child and to empower the visually impaired with confidence and self-worth.

> Come and see what we do at the Happy Home. Come and share a meal, play a game, sing a song with us, come share our thoughts, our aspirations and our efforts.

> We need your encouragement - take a child by the hand and lead him to life. A moment of your time and appreciation of his talent will change his world forever.”\(^{92}\)

3.6.8 Robin Pope Safaris

Since 1988, Robin Pope Safaris has been working with Kawaza Basic, and now with a further three schools, the school has improved significantly through travel philanthropy donations averaging around $100,000 per year. This money has been used to fund new buildings, teachers houses, increased access to educational materials, and more teachers. There are usually one or two very generous donations each year and they have just received a donation of $150,000 over three years to fund sponsorship, and educational improvements for example teacher training, computer and internet access. All administration costs are covered by Robin Pope Safaris so 100% of donations received benefit the Kawaza School Fund. Jo Pope keeps communication going, the following is an abstract from her letter of 13 July 2009:

> “Last year we built a new community school. From scratch. Kapita now has two teachers’ houses and three classrooms. This means that it is enough for the government to take it over and they have already provided two teachers. A great success.

And finally – Katapilla. Now this is a problem. We started the community school here 18 months ago. They have a storeroom, some desks and a shelter. But this was the year we were to build the teachers houses and the classroom block. If we get it to the level of Kapita then again, the government steps in. The community have piled up huge mounds of sand and they were all asking why we have not started. Well I am nervous to do so. We do not have enough funds to complete the project as donations have slowed.

> So I have to make a decision. Do we drop this school OR go for it and hope the funds come in! Well – I do not usually ask for help on Its Monday but I am going to make an exception this time. I am finding it very hard to tell this community that they are not going to get a school after all. An interesting

\(^{90}\) www.greavesindia.com

\(^{91}\) www.happyhomeschoolfortheblind.org

\(^{92}\) www.happyhomeschoolfortheblind.org/lead_them.html
thought….if nearly everyone who reads the Its Monday newsletter gave only $20 I would have enough to build the school - $80,000.

If you are able to donate please do so via the kawaza.org website…..it would be wonderful to be able to build this year.”

The appeal brought in $35,000 and building has started.

3.6.9 Whale Watch Kaikoura

With an annual turnover of NZ$10,000,000 this 100% Maori owned business has as its majority shareholder the Kaikoura Charitable Trust. The company regularly distributes more than 5% of its turnover to the Trust. The company has also purchased and gifted land for the conservation of the Hutton Shearwater. Every year all 8 year olds in Kaikoura have a free whale watching experience and staff are paid to provide sessions about whale watching, marine life, the environment and sustainable development in local schools.

3.6.10 Virgin Holidays

Virgin Holidays, in addition to their support for the Travel Foundation, funds Caribbean Hotels Association scholarships for up to three students of a developing country each year to take a tourism degree in the UK or US. Their staff members are given one paid day each year to volunteer at a community project of their choice, and senior staff are involved in a community challenge each year. Resorts have funds to invest in local initiatives. Holidays also supports Virgin Unite, which is part of Virgin Group.

Virgin Group established Unite, www.virginunite.com, a not for profit entrepreneurial organisation. It addresses social and environmental issues by establishing partnerships with other charities and by encouraging Virgin customers to make donations. Virgin works with partner organisations dealing with children, poverty and HIV/AIDS, in the developed and developing world. For example:

- Honeypot which works with vulnerable children
- Broadway Youth Resource Centre which is a charity in Vancouver dealing with youth outreach and youth services
- The Toronto based Eva’s Initiatives, Eva’s Phoenix focuses on homeless youth
- Etcetera which addresses sustainable development in third world countries by dealing with socio economic development and education of young people
- The UK Foyer which supports over 10,000 homeless teenagers and young people, offering accommodation, training, finding employment and motivation

3.6.11 Six Senses

Six Senses' vision is “to be trendsetting and innovative and continue to redefine a responsible leisure lifestyle.” Six Senses resorts each contribute 0.5% of total revenue to a Social and Environmental Responsibility Fund (SERF). For example the Six Senses Soneva Resorts generate approximately USD 100,000 per year. Each resort invests approximately 30% at the local and community level, 25% is spent at the national level and 15% at the global level. The remaining 30% is for the Six Senses Foundation and is used to address educational needs. The ability to spend philanthropic money on local priorities ensures that there is a great diversity of efforts and contribution in Six Senses. They do not seek contributions from guests.
Six Senses’ two resorts in the Maldives, Soneva Gilli and Soneva Fushi, support a
different range of projects addressing different community needs with the exception
of some nationwide initiatives. Both resorts jointly run a career fair to give school
children the opportunity to learn about employment at Six Senses. Both support
initiatives which deal with a common blood disorder in the Maldives, Thalassemia.
Soneva Fushi supports a local NGO, Society for Health Education, and arranges
regular events for sufferers and blood donations. Soneva Gilli donates to the same
NGO funds and encourages guests to donate blood. In one year over 85% of guests
donated blood.

Soneva Fushi has a wide range of initiatives:

- A tree planting initiative in 2007 on a neighbouring island which involved guests
  and staff of the resort and the island’s high school children.
- An eye camp in 2007 for local people to benefit from eye examinations and
  medical treatment.
- Drug abuse awareness events in conjunction with the National Narcotics Control
  Bureau for the local and neighbouring communities.
- In collaboration with the local community a local arts centre was built for the
  promotion of local arts and heritage such as boat building and weaving.
- In conjunction with a local NGO, EcoCare, each year a week-long excursion is
  arranged for school children to learn about the environment and social issues.

Soneva Gilli supports a similar but locally distinctive set of initiatives:

- Due to a high number of children suffering from physically and mentally
disabilities and insufficient medical provision, the resort supported the
development of a laboratory at a school in Male. Additionally it supports an
initiative for better provisions and education for disabled children.
- Promotion of medical facilities and services in neighbouring communities by
  donating facilities and equipment as well the provision of training of community
  members for communities to become more self-sufficient.
- The Maldives Girls Guide Association to promote environmental education in a
  week-long programme each year.
- A tree planting initiative to plant 600 seedlings with a local community and to
  maintain the newly developed plantation.
- In partnership with the Hulhu Male Development Corporation a series of clean up
  operations and environmental awareness initiatives on one of the densely
  populated islands.
- The establishment of a Coral Reef Library in Male for school children to have
  access to an environmental library.
- Field visits to the resort for children to learn about the different environmental
  initiatives.
- Creating a small children’s park for one community with no special recreational
  facilities for children.

The Evason Phuket invests approximately USD 65,000 each year and an additional
USD 25,000 in in-kind contributions such as prizes, accommodation and volunteer
time. After the Asia Tsunami in 2004, Evasion Phuket raised USD 250,000 for the
reconstruction of Ban and Phang Nga and the Banguang School in Khao Lak. The
Evason Phuket contributes regularly to a range of projects:

- The Life Home Project provides shelter for mothers with HIV/AIDS and their
  children.
- The local school receives financial support and monthly visits to educate the
  school children.

• The Lions Club Phuket who run the Phuket Autistic Children Training Centre.
• The ‘Marine Life Lover’ programme in Phuket at the Marine Biology Institution which addresses the conservation of marine life.
• In collaboration with Provisional Environmental Protection Department supports a mangrove replanting project.
• ‘English Learning’ programme for local children
• Organising beach clean ups at three of the local beaches
• Encouraging visitors to support the Gibbon Rehabilitation Centre and the Soi Dog Foundation, which deals with abandoned dogs.

3.6.12 Peregrine & Gecko’s The Community Trust
Peregrine & Gecko’s The Community Trust provides funds for local community projects and initiatives that promote sustainable tourism in the destinations in which they operate. The Trust particularly supports projects that advance education and employment within the tourism and hospitality industry. Between its launch in 2007 to June 2009, The Peregrine & Gecko’s Community Trust raised over $100,000 for projects including the Chitwan Electric Fence project in Nepal and the Galapagos Conservancy.103

3.6.13 Fairmont Hotels and Resorts
Fairmont104 encourages Eco-Innovations Signature Projects intended to showcase each Fairmont location’s unique environmental strengths and connection to their

103 http://www.peregrineadventures.com/About-Us/ Responsible-Travel/Peregrine-Community-Trust.html
104 www.fairmont.com
community demonstrating their commitment to "think globally and act locally." For example Fairmont Mayakoba, Mexico, support the community tours Sian Ka’an, a small tour organisation of Mayan guides. Further the resort trains guides in service standards for food and beverage, as well as in the preparation and promotional activities, totalling approximately £900 to date.

A donation of over £2,000 was made to the World Heritage Alliance to improve toilet facilities at an archaeological site in the Sian Ka’an Biosphere Reserve. It further raised funds by offering their core product as a prize at a fundraising event, worth £800. For the CRIT Quintana Roo, a children’s rehabilitation centre offering free treatment, Fairmont Mayakoba and El Camaleon Golf Club hosted a charity golf tournament, totalling over £45,000 in associated costs. The tournament raised £30,000 in donations.

3.6.14 TUI UK & Ireland
Overseas colleagues at both First Choice and Thomson hold regular Charity Days to raise money for the NSPCC and local charities. In 2009, the overseas teams organised charitable activities in key Thomson, Thomson Gold and First Choice Holiday Villages to mark World Environment Day (5June). Thomson’s Sensatori property in Crete organised a special Eco Warrior kids’ activity and in Gran Canaria the Puerto Rico resort team worked with other FTO members and the local council on a Beach and Seabed clean-up to get guests involved. The Holiday Village Red Sea in Egypt encouraged guests and staff to get involved in planting trees around the hotel. For the kids there was an Environmentally Friendly Fashion Parade where children made their own new holiday clothes with all kinds of recycled materials.

3.7 Cause or Issue Driven Travel Philanthropy
There are a wide range of issues that generate travel philanthropy as illustrated by the following case studies addressing concerns such as access to clean and safe water, plant conservation, architectural heritage, living conditions and animal welfare. They also illustrate the range of partnerships involved, a range of fundraising activities and the potential of action to influence tourist behaviour.

3.7.1 Just a Drop
Just a Drop\textsuperscript{105} is an international water-aid charity that aims to provide clean, safe water where it is needed most. The story of Just a Drop began in 1998 at the World Travel Market (WTM), the global travel industry’s leading trade event.

\textsuperscript{105} http://www.justadrop.org
Fiona Jeffery, Chairman of WTM, was looking for a way to encourage international travel and tourism organisations and companies to give back to the world in which they operate. Having at that time just become a Mum herself she wanted to develop something that would support children and communities, it had to be global in its reach and environmentally sound.

The unusual name was created because Jeffery and her team found that just £10.00 can deliver clean water to a child in the third world for life. Hence Just a Drop, demonstrating how a little can make a huge difference.

Jeffery was particularly concerned at the heart-rending statistics about the lack of water, despite the fact that it is such a basic necessity for life. There are a total of 2.6 billion people in the world who do not have access to adequate sanitation and over a billion people who do not have immediate access to clean, safe water. Often women in Africa and Asia are forced to walk with their children for 6km a day to collect clean water. Perhaps the most effective message for Just a Drop is that every 20 seconds a child in the developing world dies from a disease caused by unsafe water.

The Just a Drop team has an experienced multi-national business background at a senior level. They understand unequivocally that corporate travel philanthropy and fund raising with staff, suppliers and customers must be an integral part of overall business performance.

Working with Just a Drop offers a business many benefits. The team work with companies to find a business solution appropriate to its own strategy.

For example, Just a Drop offers travel and tourism businesses assistance to:

- Translate strategy into sustainable commercial output
Help identify how a company can make the most of its market position
Complement product profiling
Provide an innovative theme to product launches
Become a strategic linchpin in its public affairs programme
Engage with customers in a new, more caring dialogue
Address crisis management issues

People-related issues must always be at the heart of the boardroom, so introducing Just a Drop into staff motivational strategies, capturing hearts and minds, can positively impact performance.

Just a Drop places immense emphasis on the fact that successful businesses are those that are able to integrate social and environmental demands with the core requirements of business. Just a Drop helps companies fulfil what has become the new 21st century business agenda.

Just a Drop support water, sanitation and health projects worldwide. The charity also helps with disaster relief efforts when assistance with access to clean water is needed. It achieves this by working in partnership with other charities, agencies and governments to avoid duplication of effort. This also ensures that the maximum amount goes to the projects with little as possible spent on administration. This is aided by Reed Exhibitions supporting the charity by providing office space and covering basic administrative costs. However, Just a Drop essentially relies on the goodwill and co-operation of many of the volunteers who give of their time and who make up part of the team. On some projects they supply funding to another organisation already working on the ground, while in other cases they commission their own fieldworkers to dig wells, run sanitation programmes or distribute aid.

Through a range of fundraising events and activities and on-line donations, Just a Drop offers numerous opportunities for individuals and companies to contribute to their cause. On their newly created website www.justadrop.org, individuals are invited to contribute in the following way:

- One-off personal donation either on-line or by downloading a donation form, with a reminder to register for Gift Aid and invitation to become a Friend of Just a Drop for £100
- Taking part in one of their fundraising events
- Choose their charity for memorial donations as a meaningful way to remember a loved one
- Leave money to the charity through a legacy or will

In terms of company support, the following contributions are invited:
• Make Just a Drop your charity of the year, with a reminder about the tax breaks
• Sponsor one of their fundraising campaigns or projects in the field
• Support Just a Drop through team building and challenge events
• Encourage payroll giving amongst staff
• Offer a gift in-kind which can be used in raffles and auctions and be credited for such donations e.g. charity auction at the Captains of Industry lunch at the WTM
• Enter into a Cause Related Marketing campaign to demonstrate your corporate social responsibility, raise your brand awareness and increase sales

In its first 11 years whilst run purely on a volunteer basis, Just a Drop has raised over £1 million pounds and helped more than one million children and their families in 28 countries. It benefits from the support of a wide range of individuals and corporate sponsors from the tourism industry which it is able to utilise to stimulate positive behaviour change related to the access of safe, clean water in destinations. There is still a desperate need for further funds – many projects are not able to be carried out because of insufficient money.

3.7.2 Friends of Conservation

Is a conservation charity, with more than 25 years operational activity, committed to working with local people to develop and promote a balance between their needs and the wildlife with which they share their natural habitat. The Trust is engaged in the education of the public about nature conservation. Friends of Conservation106 runs it own programme in Kenya and works with others in Africa, Asia, South and Central America. Some 40 travel related companies - tour operators, travel agents, hotels, insurance companies and airlines support Friends of Conservation. A much larger number distribute their Traveller's Code.107

Friends of Conservation raises money to fund its activities through donations from individuals and companies and from a range of fundraising activities. They also manage donations for Exodus, enabling them to provide their clients with a way of donating which can qualify for Gift Aid. The Friends of Conservation had an income of £82,799 in 2008, up form £75,353 in 2007.

Friends of Conservation is supported by the Travel Trade Conservation Group108. Membership of the TTCG is based on the following principles:

• To channel funds to effective conservation and community projects in the field.
• To promote environmental responsibility within the industry and its travelling public.
• To identify and advise FOC of potential new projects which will benefit biodiversity and local communities.
• To identify and develop new opportunities with FOC to introduce responsible tourism as a means of safeguarding natural habitats, species and improving human quality of life among local people.

The benefits of membership are

1. Explicit and visible commitment of your organisation to conservation and reducing the adverse environmental impact that tourism can sometimes have.
2. Preserving the natural assets and local communities on which your business depends.
3. Opportunities to identify and initiate new conservation projects in destinations that your clients visit, value and participate in the development of new responsible tourism ventures.

106 http://www.foc-uk.com
4. Access to FOC's 20+ years of practical experience of responsible tourism practices.
5. Networking with industry colleagues at regular meetings and invitations to FOC events and lectures.
6. Ideas for motivating and involving your staff.
7. Receiving copies of the "Traveller's Code" for distribution to your clients.
8. Reciprocal links with the FOC website to involve your clients in supporting chosen projects and FOC's carbon sequestration programme.

3.7.3 **International Hotel Group**

IHG (InterContinental Hotels Group), the world's largest hotel company, and the University of Oxford have joined forces to accelerate vital and innovative research into conservation, with IHG pledging up to $1million over a five year period to help Oxford increase its research capability. Working with communities and scientists, Oxford's research will help to pinpoint and publicise areas of the planet - small in some cases - that have the greatest concentration of rare and threatened plants.

IHG is using its Priority Club Rewards (PCR) programme to fund the donation by asking members to switch from paper to online statements. There are over 44 million PCR members world-wide making it the world's largest hotel loyalty programme and this simple change will have a huge financial and environmental benefit. Switching to online statements will save up to $400,000 every year and the hotel group will donate half of these savings directly to the Department of Plant Sciences at Oxford University. PCR members can support the programme, and receive 500 bonus points, by signing up to receive online statements at www.priorityclub.com/OxfordPlants. From October 2009, members will also be able to track the progress of the research project and speak to the scientists directly on this site.

David Jerome, IHG's senior vice president for corporate responsibility, said: "We're committed to finding innovative solutions to the environmental, social and economic effects of travel and to ensure we're developing and operating hotels in a responsible way. Oxford University is the perfect partner to help us better understand conservation, address environmental concerns and ultimately safeguard the world's favourite tourist destinations for generations to come…Corporate responsibility is central to IHG's business strategy and the hotel group’s two major priorities are to support local economies and to work towards making IHG more carbon efficient."

3.7.4 **Imaginative Traveller**

Imaginative Traveller supports the Animal Welfare of Luxor (AWOL) charity in Egypt. The charity provides care for working donkeys throughout the poor farming communities of El Marise on the West Bank of the River Nile. A new clinic is being built and Imaginative Traveller is sponsoring the stable area with £2,500.

3.7.5 **Born Free Foundation**

The Born Free Foundation has a unique history as it was inspired by the Adamson's story in the 1964 Born Free film which was enjoyed by millions around the world and had an impact on the world’s attitudes to lions. This global charity works to prevent individual animal suffering, protect threatened species and keep wildlife in the wild. Its projects involve rescue and care, conservation and education, campaigns, and numerous animal welfare, conservation and education projects.

The charity provides numerous opportunities for people to get involved with their work and to contribute financially such as by making a donation on-line, adopting an animal, ordering from their shop, and giving as you earn. It also provides opportunities for people to volunteer on their projects, or to buy one of their Born Free Holidays which offer a chance to enjoy the wildlife at destinations, visit some of

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109 www.bornfree.org.uk
the charity’s projects and at the same time contribute financially as a donation is made to Born Free at the time of booking for the rescue and care of wild animals. For example, their “Big Cat Holidays” in South Africa which is delivered in partnership with the tour operators at Southern Africa Travel and Shamwari Game Reserve. Also, their “Mountain Gorillas” holiday which is supported by The Adventure Company who make a donation to Born Free for each booking towards the care of these chimpanzees.

They benefit from an extensive range of corporate support including some from the travel industry such as the Adventure Company, Kenya Airways, Thomas Cook UK & Ireland, TUI UK & Ireland and Kuoni. Thomas Cook offers support to the Born Free through provision of flights and accommodation. Over 50 members of Thomas Cook’s Overseas teams have received training from Born Free on how to audit animal attractions in destinations in order to better identify where animal welfare may be an issue. A handbook and checklist, developed by the Federation of Tour Operators in partnership with organisations such as the Born Free Foundation, is used in this auditing process.

On the Born Free website they invite corporate partnerships and point out the advantages of corporate sponsorship of Born Free as including a unique selling point, cause-related marketing, reaching new audiences, gaining brand awareness, increasing product sales and inspiring customers and staff.

3.7.6 Tour Operators for Tigers

Travel Operators for Tigers (TOFT)\textsuperscript{110} was formed by a group of concerned tour operators to advocate, endorse and support more responsible use of wilderness areas in India, and the Indian sub continent. In 2008 TOFT was able to offer US$10,000 of funding for initiatives in the six Tiger reserves. TOFT is funded by a small levy on visitors travelling to wilderness areas collected from TOFT member companies, overseas or within India on an ‘honesty’ basis and placed in Global Tiger Patrol’s charity account\textsuperscript{111}. These funds help run the campaign and programme.

Travel Operators for Tigers was founded in 2004 in response to the India’s Tiger crisis and as a B2B campaign to effect better wildlife tourism practices in India Tiger reserves. Today it has over 160 travel related company members, from international tour operators, to destination management companies (DMC) and lodge and service providers. Membership of TOFT includes some of the best and most well known companies from Taj Safari lodges to Cox and Kings agents and operators, the oldest travel company in the world.

With membership free to all who wish to join this collective action campaign, provided that supply chain roles and responsibilities are adhered to, the aim was to run the campaign on a self financing basis, from day one. Visitors to the park are charged a small £15 (or US$25) levy when their itinerary takes them into a Tiger reserve. This money is payable through a UK registered Charity Global Tiger Patrol, and more recently through TOFT India Wildlife Association charity for Indian businesses. Funds are used for the important advocacy element of the campaign, effect the PUG (Practices Under Guidelines) accommodation audit process with lodges, and be a ‘catalytic funder’ alongside the respective lodge community of projects like the annual Children in the Park programmes, guide training programmes and other projects.

But, as Julian Matthews founder chairman of TOFT makes clear in his comments in Box 7 below, many in the industry are not shouldering their responsibility.

\begin{boxedtext}
\emph{Box 7. Comment by Julian Matthews, founder chairman of Tour Operators for Tigers}

To date TOFT has raised between £12k and £20K annually almost exclusively from key
\end{boxedtext}

\textsuperscript{110} www.toftigers.org  
\textsuperscript{111} www.globaltigerpatrol.org
international tour operators. It has been like pulling teeth from most of the travel community and the destination management companies in India have been particularly poor. They should be our most extensive source of levy funds but their contribution is almost non-existent, even though we have reminded them of their commitment and their critical role in changing behaviour through supply chain movement.

We are having to relook at how we continue the campaign today with membership fees. The sad thing is that there is a greater need than ever to effect better wildlife tourism practices, with the Government and India’s conservationists often blaming tourism for the Tiger’s demise, and even muting the idea of kicking all tourism out of critical Tiger corridors - effectively kicking them out of all Tiger reserves in India.

TOFT recently announced the start of the TOFT Wildlife Tourism Awards in India. Their research for the launch suggested that a single well known Tigress in Ranthambhore National Park in Rajasthan had been worth over US$130 million to the Indian economy, not just in the parks themselves but across the country. Every other tiger in Ranthambhore was also generating over £1 million per year in revenues, and tens of thousands of critical jobs that depend on the Tiger’s survival – alive rather than dead.

However a complete sea change in attitude by India’s government, conservationists, tourism providers and visitors is needed to ensure the Tiger will be able to be seen by our children, and our children’s children, in anything other than zoo like landscapes in the near future.

3.7.7 Jaisalmer in Jeopardy

Jaisalmer in Jeopardy (JiJ)\(^\text{112}\) is a British-registered charity, established in 1996 to raise international awareness and funds to protect and preserve the city’s heritage. JiJ works with INTACH (Indian National Trust for Art and Cultural Heritage), the Jaisalmer Heritage Trust and World Monuments Fund, USA, and specialist tour operator Greaves Travel.\(^\text{113}\) Since 1996, it has raised over £170,000 from grants, events, sponsorship, Friends of Jaisalmer, donations and sales of Christmas and Diwali cards, postcards and JiJ merchandise. It has completed its streetscape project integrating the conservation of public and private amenities and spaces, from repaving the streets and renewing drains to cleaning residential facades and replacing harmful cement with traditional lime-based mortar. Perhaps the most significant aspect for some 2,500 fort residents was the installation of lavatories for every household in need.\(^\text{114}\)

3.8 Philanthropy the Motivation for Travel

The following case studies are examples of companies which place encouraging the contribution of money towards travel philanthropy at the core of their proposition.

3.8.1 TCS & Starquest Expeditions

TCS Expeditions was founded in 1991, the world’s first private jet tour operator, and in 2003 Starquest Expeditions was created by the same team who wanted to further develop educational private jet programmes to include more options that allow travellers to customise their journey. Both companies were acquired by TUI Travel PLC, and today are reunited as TCS & Starquest Expeditions which operate “innovative journeys to legendary places” by private jet, with an emphasis on in-depth educational experiences and highly personalised services.

All their itineraries contain information on how their travellers can make a difference to the destinations that they visit and travel philanthropy is a key part of its marketing. For example, their Around Africa itinerary states that “By joining the Around Africa by Private Jet expedition, you will be automatically supporting efforts to enhance the conditions of the places and peoples we visit – there is no further commitment necessary on your part. Our expeditions will provide supplies to medical clinics and

\(^{112}\) www.jaisalmer-in-jeopardy.org

\(^{113}\) www.greavesindia.com

\(^{114}\) www.jaisalmer-in-jeopardy.org/projects.html
schools, as well as contribute funds for essential services such as running water in rural villages. The itinerary page will tell you more about how we will make a difference everywhere we go”.

The TCS & Starquest Expeditions website gives information on the range of organisations that they have worked with and contribute to. They also encourage travellers to contribute and collect leftover local currency from them before leaving the destination, and donate it to a local charity on behalf of the group.

Some examples of the contributions that their travellers have made over the years are listed below:

- Building a 30-room lodge near Lalibela, Ethiopia, which so far has provided jobs for 200 Ethiopians
- Paying for the schooling and college fees of a girl from an orphanage in Cambodia
- Purchasing textbooks for a local primary school in Tanzania
- Donation to restore one of the temples at Angkor Wat

### 3.8.2 Gophilanthropic.com

Gophilanthropic.com is an American tour operator which offers trips to nine destinations predominately in South America and South East Asia. They: “strive to build a bridge between the growing tourism industry and support for social and economic development (in keeping with the Millennium Development Goals) as well as preservation of culture, heritage and the environment.” The proposition to the client is clear and it has philanthropy at its core: “when we assist you in creating your itinerary, you will be connected with various social and conservation programs striving for self-sustainability. These solution-oriented projects are unique to each region’s challenges and range from schools, to clean water, to environmental projects and micro-business financing. During your trip you can spend anywhere from a few hours to a full day visiting and contributing to these local initiatives.”

In Cambodia they support Journey Within Our Community which addresses education, health care and training needs for communities in South East Asia, and the Landmine Museum and Orphanage which also runs a museum on the history of landmines in Cambodia. In Costa Rica they support the Sarapiqui Conservation and Learning Center.

### 3.8.3 Hands Up Holidays

To quote from their marketing materials, Hands Up Holidays is “all about giving you amazing holiday experiences that combine eco-sightseeing with a meaningful taste of volunteering”, with the volunteering portion of trips generally being 4 days out of 14. In the words of the founder Christopher Hill, “I founded Hands up Holidays to give you the opportunity to not only see amazing sights, but also to have authentic interaction with local people and give something back in a “hands on” way to local communities through a taste of volunteering”.

Hands Up Holidays set up The Hands Up Foundation as a charity to fund development projects in their partner communities. At least 10% of the profits they make from their trips are donated to the Foundation, alongside endowments, traveller donations and donations from people who do not participate in the trips but simply want to contribute. These charitable funds go directly to:

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115 www.tcsandstarquestexpeditions.com/our_commitment.php
116 www.gophilanthropic.com
118 www.journeyswithinourcommunity.org
119 www.cambodialandminemuseum.org
120 www.handsupholidays.com
- Materials to facilitate the construction of schools, houses, libraries, clean water facilities
- School supplies
- Micro-finance initiatives

Furthermore, Hands Up Holidays bears 100% of the administrative costs of the Hands Up Foundation.

### 3.8.4 Travel to Care

Travel to Care[^121] are an online information and booking service providing a bridge between travellers and local tourism providers who want to make a difference. They “provide travellers with a wide selection of responsible local accommodations and holiday operators that care deeply about the places that they live in and you would like to visit”. For each of the accommodation providers that they market they provide information on what responsible tourism activities the owners are involved with.

### 3.9 Volunteering

The following case studies provide examples of travel philanthropy in the form of donating time, or volunteering, and highlight some best practice aimed at avoiding a number of pitfalls.

One key issue highlighted by respondents was that many volunteering companies suggest or claim that a donation goes to the community in the place where the volunteers are working but rarely are the claims explicit or audited. People wanting to volunteer are surprisingly reluctant to complain when they are not met at the airport or when they are unable to identify where the donation is going. There is a tendency to be very forgiving because of the philanthropic aims of the organisation which has organised their trip. There are some reports on volunteering websites and on blogs[^122], but returned volunteers rarely use the same methods that travellers and holiday-makers use to claim recompense.

### 3.9.1 People and Places

People and Places matches skilled volunteers to local needs. The volunteers fund all of their own costs – travel, accommodation and board, and a fee to the local team that looks after them and works to develop the projects with their local communities. Volunteers also make a ring fenced donation to the project to cover any equipment or materials that they need for their placement. The volunteers are directly engaged in the expenditure of that money but it is controlled by the local team, and it is spent with the agreement of the people for whom the volunteer is working.

For people and places the generosity of returning volunteers posed a challenge: how to ensure that the money they raised and donated secured Gift Aid, where eligible, and reached the projects and was spent as they intended. Sallie Grayson of People and Places reports that “Travel Pledge proves a reassuring level of independence and transparency to donors. The discipline of submitting targeted causes and the robust due diligence undertaken by Travel Pledge concentrates the mind on the efficacy of each donation – and more important, it ensures that local people are equal stakeholders in this process - and to be quite honest, as a tiny organization, we were becoming overwhelmed by the reporting systems needed to ensure we were communicating properly with donors and monitoring efficacy – and the burden was equally overwhelming for our local partners.”

In the first 9 months of 2009, People and Places volunteers have contributed, through Travel Pledge, over £18,000 of donations to local communities, and at least another £10,000 is expected before the end of the year. The money raised has provided sanitation for vulnerable children and adults in South Africa; paid for the

[^121]: www.traveltocare.com
[^122]: See for example www.irresponsibletourism.info/forum/forum_posts.asp?TID=13
education of orphans in Kathmandu; funded feeding programmes, education and medical equipment; and a school in Nepal now has clean drinking water for its 2,000 pupils.

Future targeted causes include training programmes for local bike mechanics and pre-school teachers, funding education and outings for orphans, horticultural training etc, and as each target is met a new cause will be introduced, enabling local people and volunteers to work together in creating better places for people to live and better places for people to visit.

Many of the targeted causes have been identified by volunteers working together with local people – expert education volunteers help local schools interpret their needs, healthcare experts work with local community support programmes – and Travel Pledge then screens them and focuses donations on these needs, thus assisting meaningful travel philanthropy.

### 3.9.2 CREES

Located by the Manu River in the Peruvian Amazon rainforest, CREES\(^\text{123}\), (Conservation, Research and Education towards Environmental Sustainability) aims to promote the sustainability of its destination through travel. It offers eco-tours, volunteering opportunities, adventure and educational expeditions and field courses for academic institutions. In 2002 CREES established the CREES Foundation addressing sustainable development for the community by working on conservation and environmental education.

CREES runs the Manu Learning Centre, comfortable lodges with all necessary facilities while minimizing environmental impact by using modern technologies. Expeditions focus on adventure, cultural, educational and philanthropic experiences. Philanthropic expeditions allow visitors to help build a school. A volunteer programme supports a conservation and community development in the Amazon rainforest project.

### 3.9.3 Azafady

Founded in 1994, Azafady is an award winning registered charity in England & Wales partnered to an independently registered Malagasy Non-Governmental Organisation. They currently work on a wide range of projects in the Anosy and Androy regions of southeast Madagascar.

They are a development organisation that aims to: raise awareness about the plight of the Madagascan environment and the Malagasy people; to empower Malagasy people to improve their own lives and provide support to communities and threatened environments.

Approximately 40% of Azafady’s income (2007 figures) is generated through their not-for-profit volunteer programmes. Funds generated by the programmes are invested right back into their project work in Madagascar, rather than into a private company.

They offer a range of longer-term volunteer schemes for which volunteers are required to cover their own additional, pre-project costs (including flights, visa, insurance, personal equipment, medical preparations and vaccinations) and then to make a minimum donation on top towards the charitable work of Azafady. For example, they ask volunteers on their “Lemur Venture” to raise a minimum donation of £1,600 for 4 weeks or £2,200 for 8 weeks.

Short-term volunteering programmes are also offered which have been designed to allow those with just a little time to spare the opportunity to assist with their

\(^{123}\) [www.crees-manu.org](http://www.crees-manu.org)
community development and conservation work in Madagascar. Similarly, volunteers cover their own costs and then pay a minimum donation to support the work of the charity.

3.9.4 i to i
i-to-i works with over 450 locally-run projects in 23 countries throughout the world. The company is behind the creation of over 25 local independent businesses in the developing world to support their customers. In the 12 months to July 2009, i-to-i has:

- Financially supported over 150 families throughout the developing world by the use of homestays for travellers
- Provided hands-on support and care for children with HIV/AIDS in Kenya
- Sent over 800 travellers working on hands-on projects developing and supporting wildlife and the environment in Asia, Africa and Latin America
- Taught English to over 5,000 children in the developing world
- Enabled customers to contribute over 10,000 hours of labour on rural house-building programmes in Costa Rica, Honduras, Vietnam and Kenya
- Been involved in several reforestation projects in sub Saharan Africa

3.10 Charity Challenges
Charity Challenges provide an opportunity for people, not just the young, to take on a challenge to raise money for a favourite charity. Charity Challenges offer to combine an experience of travel, an experience of a life-time, with fundraising. A personal experience of travel and challenge combined with an altruistic purpose.

With major charity challenge events, which attract large numbers of participants, come negative environmental and social impacts. Large numbers of people walking over footpaths and roadside curbs cause trampling, erosion damage, create litter and may lead to the soiling of hedgerows and footpaths if there are inadequate toilet facilities. In response to such impacts, the Institute of Fundraisers advice on Outdoor Fundraising in the UK\(^{124}\) applies in any place where the charity challenge assembles large numbers of people who are all going to engage in the same activity. The Institute of Fundraisers has developed a specific code of practice for the Three Peaks Challenge in the UK.

Charity Challenges may be specific to a charity, bespoke, or an open challenge where each of the participants is raising money for different causes. The charity promotes a prescheduled event, chooses the amount of adrenaline, or creates a challenge which fits its charitable purposes.

\(^{124}\)www.institutefoffundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Outdoor%20Fundraising%20in%20the%20UK%202006.pdf
Community Challenges combine fundraising with volunteering. This is a sophisticated highly differentiated market place with a significant number of companies offering specialist services. These range from adventure companies which may offer charity fundraising opportunities alongside team building programmes for corporates and their partners – these may also include good causes.

Charity Challenges offer good business opportunities for tour operators; demand appears to be buoyant out of the UK although figures are hard to come by. For the individual taking the charity challenge and raising money to do so they get a physical challenge and they can use the altruistic purpose of the trip to encourage people to sponsor them, and the charities have an additional fundraising strategy.

However, it can be very difficult to distinguish in the sponsorship between the amount raised for the charity beneficiary, the overheads of the charity and the event organiser and the travel and other costs.

Practises amongst the charities varies, Cancer Research UK only accepts charity challengers who pay their own tour costs. In September 2009 they had two bespoke challenges, both for Bobby Moore Fund projects in Brazil and South Africa. They had open charity challenges with Across the Divide, Global Adventure Challenges, Charity Challenge, Discover Adventure, Classic Tours and World Expeditions.

The Yorkshire Cancer Centre is offering in September 2010 the opportunity to help more people survive cancer, challenge yourself and get fit, walk the historic Great Wall and explore Beijing. Five days trekking, two days of free time in Beijing and flights. Participants need to make a personal contribution of £300 to secure their place on the challenge and to raise a minimum of £2,850 in sponsorship. Classic Tours has a very similar Open Challenge a week or two later with a registration fee of £250 and £2,600 in sponsorship or “pay £1284 and raise as much as possible for your chosen charity”. This suggests that the travel cost elements amount to around £1,534.

The Institute of Fundraising in their code raised the “…key issue of public concern [about] those events where the participant does not personally pay the whole cost of the trip, but uses some of the sponsorship money for this purpose. In this case it is particularly important to make sure that the participant recognises that this must be made clear to every donor if you are to avoid accusations of misrepresentation.”

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125 Checked 26 Sept 2009
127 www.institute-of-fundraising.org.uk/Resources/Institute%20of%20Fundraising/Codes/Charity%20Challenge%20Events%202006.pdf
The Institute of Fundraising advises, amongst other things in a seven page document which they describe as “a minimum checklist of issues to consider, that:

- ‘Fundraising packs’ must spell out clearly if any part of the funds raised by the participant in the name of the charity are to be used towards the tour costs.
- Where there is a clear and more than notional benefit to the participants which is, or might be, considered to be more than £500, they must be treated as if they are professional fundraisers. If so they must sign written agreements containing all the necessary terms. They ought also to be advised on the statement to make when soliciting money.
- It is strongly recommended that the minimum payment before travel ought to be sufficient to cover at least all the costs of the tour.
- “The Civil Aviation Authority (‘the CAA’) has issued guidance for charities organising challenge events involving flights. However, there is an apparent conflict between charity law and travel law over money to be paid back should the tour company fail after the costs have been paid. Potential participants who receive donations do so as agents of the charity and they hold the money in trust for them. The charity is responsible for the money which has been raised in their name. However, should cash need to be returned by the CAA, they would return it to the participant. This issue remains unresolved and you should take professional legal advice.”
- “A ‘minimum amount of sponsorship’ is effectively the same as specifying an entry fee. If participants are only allowed on the trip if they pay this amount, then this is an entry fee and the charity is providing a service in return. This is trading for tax purposes and it is a business activity for VAT purposes. So the minimum amount of sponsorship is subject to VAT (if the charity is registered or now exceeds the threshold).”
- For Gift Aid: “Note that only the donation element of income from these events must be paid through Gift Aid, covenant or CAF voucher. Participants must not use tax effective means of paying their minimum sponsorship, registration fees or other fees that are a purchase of a service.”

The following case studies illustrate how effective Charity Challenges can be in raising funds.

3.10.1 Classic Tours

Erich Reich of Classic Tours\(^{128}\) is credited with originating the concept of charity challenges in 1992. Since then they report having carried 30,000 people who have raised £50 million for hundreds of causes through open and bespoke challenges. That represents an average raised in sponsorship of £1,666 per charity challenger.

\(^{128}\) www.classictours.co.uk
Classic Tours is ATOL\textsuperscript{129} and TOPP\textsuperscript{130} protected, it is also a corporate member of the Institute of Fundraising. They have 250 charity challenge itineraries and they have worked with a wide range of charities, 134 in total: Animal Welfare (4), Cancer (19), Children (29), Community Services and Employment (17), Disability (16), Environmental (3), Homelessness (2), Human Rights (1), Medical (25), Older People (6), Overseas Aid (12). Their site also has a very useful catalogue of fundraising ideas and advice on drawing up a fundraising plan\textsuperscript{131}.

Their 2010 Kilimanjaro Open Challenge has a £350 registration fee and either a fee of £1,696 or “approximately” £3,400 minimum sponsorship.

3.10.2 Across the Divide
Across the Divide\textsuperscript{132} was established in 1996 to deliver exceptional worldwide challenges. They offer charity challenges and events, CSR programmes, expedition management and corporate challenges. They differentiate themselves as an expedition company not a charity holiday company – treating all their events and challenges as mini expeditions, not charity holidays, with all the planning, equipment and staff in place to take care of all of the worst-case scenarios that we can think of. They report having carried over 20,000 people and that their events have raised over £30 million for 150 different charities in the last 11 years. That suggests average sponsorship of £1,500.

They have a five-day trek along the Great Wall with two free days in Beijing trip in 2010 for a registration fee of £350 plus a tour cost of £1,450, or minimum sponsorship of £3,000. If you self fund it costs £1,800 or £3,350 if you can get the sponsorship. This demonstrates that it is significantly cheaper for the participant if they can raise the sponsorship – others are paying for their trip. It suggests that the charity is making £1550 for every challenger who raises the sponsorship.

Across the Divide reports that “in a number of locations a portion of the income generated by our challenges is put directly back into the environment in which we work by donations to various local conservation partners and over the past 10 years we have donated over £50,000 to a variety of causes, amongst them the Cheetah Conservation Foundation, Save the Rhino, Leopard Study Group, SubAntarctic Foundation for Ecosystems Research (SAFER), and the Elephant Human Relations Association.”

3.10.3 Action Challenge
Established in 1997 Action Challenge\textsuperscript{133} is a specialist organiser of challenge events offering itineraries on all seven continents, treks, cycling and horse riding adventures, snow events, multi-sport challenges and sailing. They operate in 30 countries with 160 itineraries and have an Air Tour Operators License.

In March 2009 they launched Climb Kilimanjaro “challenge of a lifetime” treks. This is an open series of events, although two of the departures are specific to SCOPE. Five of the 2010 departures are already sold out\textsuperscript{134}.

It costs £299 to reserve a place and either £3,400 of sponsorship for the charity or £1,696 to complete payment for the place on challenge, suggesting that the total cost of taking part in the challenge is £1,995, suggesting that the charity collects about £1,700, for each place sold.\textsuperscript{135} SCOPE offers a slightly better deal requiring sponsorship of only £3,250.

\begin{itemize}
\item \textsuperscript{129} Air Travel Organisers’ Licensing Scheme
\item \textsuperscript{130} Total Payment Protection Policy
\item \textsuperscript{131} www.classictours.co.uk/TakePart/FundraisingIdeas.aspx
\item \textsuperscript{132} www.acrossthedivide.com
\item \textsuperscript{133} www.actionchallenge.com
\item \textsuperscript{134} http://www.actionchallenge.com/news_story.php?id=39 (checked 26 September 2009)
\item \textsuperscript{135} £299 + £3,400 = £3,699 less £1,995 = £1,704
\end{itemize}
3.10.4 Charity Challenge

The Charity Challenge\(^{136}\) is a UK based adventure travel company specializing in fundraising expeditions. The company arranges and leads expeditions with the specific aim for participants to fundraise for charities. Each year Charity Challenges organizes over 100 expeditions for approximately 2,500 participants. To date, Charity Challenge has helped raise over £18 million for over 900 different registered charities\(^{137}\). In the last two years, Charity Challenge enabled 3,200 participants to raise over £4.8 million. Charities who have benefited include major UK charities such as Barnados, NSPCC, Diabetes UK, WaterAid, Habitat for Humanity, ActionAid and Plan International\(^{138}\).

Charity Challenge offers two programmes: charity challenge for individual participants and community challenge for teams of company staff members. Community challenge resulted from many employees wanting to help rebuild areas and communities affected by the Asian Tsunami in 2004. The programme is based on the United Nations Millennium Development Goals and is specifically addressing poverty, education, child mortality, diseases such as HIV and environmental sustainability. Community challenge deals with housing and has since contributed to 400 homes and 2 community centres in Sri Lanka, India, South Africa, China, Cambodia and Mexico\(^{139}\).

For example, Charity Challenge works with Breakthrough Breast Cancer and raised over £750,000 over three years. In 2003, the Women's Great Walk of China involved 200 supporters and resulted in further expeditions raising more funds during expeditions to Mexico, Tanzania and Peru. Over time Breakthrough Breast Cancer developed eight events each year with Charity Challenge resulting in a 400% increase in funds over five years\(^{140}\). Similarly, in November 2008 a group of UK celebrities from the UK television and music industry climbed Mount Kilimanjaro to raise money for Comic Relief Red Nose Day, a well known and successful nationwide charity event and registered charity\(^{141}\).

Charity Challenge itself donates USD 500 per expedition to a community at the destination to address health issues, education and the environment. In total Charity Challenge has invested over £31,000 into local community projects. In 2008 Charity Challenge is carbon offsetting all international flights for travellers and staff to ClimateCare estimated at £75,000 over two years to tackle climate change.

\(^{136}\) www.charitychallenge.com
\(^{138}\) pers. comm. Simon Albert, Director, October 2008
\(^{140}\) www.Charitychallenge.com/cc/charitychallenge/charity_testimonial.jsp
\(^{141}\) www.Charitychallenge.com/cc/charitychallenge/newsitem.jsp
4. Further Information & Resources

4.1 Fundraising
The UK Institute of Fundraising, the professional body for fundraising in the UK, polices a Code of Conduct for its members and provides very detailed and authoritative Codes of Fundraising Practice and information on ethical fundraising. There is a specific code for Charity Challenge Events published in 2002.


A catalogue of fundraising ideas and advice on drawing up a fundraising plan is provided on the Classic Tours and Charity Challenge websites:

- http://www.classictours.co.uk/TakePart/FundraisingIdeas.aspx

4.2 Guides on Giving
Travelers’ Philanthropy by the Center of Responsible Travel produced a travel-giving guide: ‘Dos and Don’ts of Travel Giving’. The guide gives an indication of how some simple consideration avoids wrong giving.

- http://www.travelersphilanthropy.org/resources/publications.shtml

Guides and advice on Gift Aid, tax efficient giving and charity financial services is provided by the Charity Aid Foundation, Philanthropy UK and HM Revenue and Customs on the following websites:

- http://www.philanthropyuk.org/AGuidetoGiving/Howtogive/GiftAidforindividuals
- http://www.cafonline.org
- http://www.hmrc.gov.uk/charities

4.3 Travel Philanthropy
Further information, publications and conferences on travel philanthropy can be obtained on the following websites:

- http://www.philanthropy.org.uk
- http://www.philanthropyuk.org
- http://www.travelersphilanthropy.org

4.4 Charity Challenges
The following publication provides guidelines on charity challenges:


4.5 Social Tourism
The Family Holiday Association (FHA) website has a range of free information on their research on social tourism and family holidays, including a free school assembly pack. You can also find out more about the support being provided by TUI Travel, Thomson and First Choice to the FHA, and watch the FHA in-flight video shown on Thomson Airways flights:

- http://www.fhaonline.org.uk
4.6 Corporate Responsibility
The Thomas Cook Group has a specific section on its website devoted to Corporate Responsibility, which is a helpful starting point, although note that it will be updated early in 2010 when its Annual Report and Accounts will also be released:
• http://www.thomascookgroup.com/AniteNextPage.asp?p=TCGCSR&s=1157106504

TUI Travel has a dedicated sustainable development section on its corporate website http://www.tuitraveplc.com/sustainable development, which links directly to their annual Sustainable Development Report. TUI Travel’s major UK brands Thomson and First Choice also have information on their websites:
• http://www.thomson.co.uk/sustainabletourism
• http://www.firstchoice.co.uk/sustainabletourism

4.7 Registered Charities
Detailed annual accounts of registered charities available from the Charity Commission at:
• http://www.charity-commission.gov.uk

4.8 Market demand
The following publications summarise research on the increasing consumer demand for responsible tourism:
• ECSD Consumer Demand and Operator support for Socially and Environmentally Responsible Tourism, CESD/TIES Working Paper No. 104, revised 2005
• Tearfund (2001) Tourism putting ethics into practices

4.9 Climate Change Philanthropy
The Friends of the Earth’s (2009) publication “A Dangerous Distinction, Why Offsetting is failing the climate and people: the evidence” outlines the concerns about carbon offsetting.
• http://www.foe.co.uk/resource/briefing_notes/dangerous_distraction.pdf

The following websites provide further information on initiatives designed to raise funds to assist communities to adapt to climate change:
• http://travelpledge.org/support/carbon-responsible-projects
• http://www.foc-uk.com/flying.asp
• http://www.flysmart.org
• http://www.carbonresponsible.com

4.10 The Travel Foundation
The Travel Foundation offers a range of practical tools, communication and training resources to help companies increase the contribution of tourism in destinations by incorporating the required changes in day to day operations. Resources include training packs for staff, educational materials for children and codes of conduct for tourists.
• http://www.thetravelfoundation.org.uk

The Travel Foundation’s Annual Review 2008/9 available at:
• http://www.thetravelfoundation.org.uk/assets/files/about_us/ANNUAL%20REVIEW%20AW%2009%207.pdf
Appendix A: Travel philanthropy donations identified through research for this report.

* Converted from US$ at US$1.58494 = £1

<table>
<thead>
<tr>
<th>Company</th>
<th>Year/Period</th>
<th>Total (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TUI Travel PLC</td>
<td>2006-8</td>
<td>£1,316,757</td>
</tr>
<tr>
<td>Thomas Cook</td>
<td>2007-8</td>
<td>£4,842,802</td>
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<tr>
<td>Charity Challenge (challenge donations)</td>
<td>To date</td>
<td>£18,000,000</td>
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<tr>
<td>Charity Challenge (company donations)</td>
<td>2004-9</td>
<td>£31,000</td>
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<tr>
<td>Conservation Corporation</td>
<td>2007</td>
<td>£451,000</td>
</tr>
<tr>
<td>Six Senses Soneva Resorts (Social &amp; Env Responsibility</td>
<td>Per annum</td>
<td>£63,094</td>
</tr>
<tr>
<td>Fund)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Six Senses (Evasion Asia Tsunami fundraising)</td>
<td>2004</td>
<td>£157,735</td>
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<tr>
<td>Starwood Hotels &amp; Resort Guests donations (Worldwide</td>
<td>Since 1995</td>
<td>£13,249,712</td>
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<tr>
<td>Check Out for Children Programme/UNICEF)*</td>
<td></td>
<td></td>
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<tr>
<td>Saga Fundraising Week (Walk a Mile)</td>
<td>2009</td>
<td>£32,215</td>
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<tr>
<td>Saga Cruises</td>
<td>2008</td>
<td>£36,000</td>
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<tr>
<td>Saga Charitable Trust</td>
<td>Since 1999</td>
<td>£1,000,000</td>
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<tr>
<td>Saga Charitable Trust (Indian Ocean Reconstruction Appeal)</td>
<td>2004</td>
<td>£130,000</td>
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<tr>
<td>Virgin Atlantic Staff Fundraising</td>
<td>2008</td>
<td>£70,000</td>
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<tr>
<td>Virgin Atlantic Foundation (Change for Children Programme)</td>
<td>Per annum</td>
<td>£480,000</td>
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<tr>
<td>Just a Drop*</td>
<td>Since 1998</td>
<td>£1,072,596</td>
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<tr>
<td>Tour Operators for Tigers*</td>
<td>Per annum</td>
<td>£15,000</td>
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<tr>
<td>Sustainable Travel International (Global Giving)*</td>
<td>2008</td>
<td>£5,299,885</td>
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<tr>
<td>Robin Pope Safaris*</td>
<td>Per annum</td>
<td>£63,094</td>
</tr>
<tr>
<td>British Airways (Change for Good/UNICEF)</td>
<td>Since 1995</td>
<td>£26,000,000</td>
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<tr>
<td>British Airways Foreign Currencies donations</td>
<td>2008</td>
<td>£1,260,000</td>
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<td>British Fundraising events</td>
<td>since 2005</td>
<td>£390,000</td>
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<tr>
<td>British Airways Staff Giving Scheme</td>
<td>2006-7</td>
<td>£587,067</td>
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<td>Bush Tracks (Timia Oasis Camp)</td>
<td>2006</td>
<td>£7,920</td>
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<td>Exodus</td>
<td>2009</td>
<td>£36,000</td>
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<tr>
<td>Exodus (Himalayan Projects)</td>
<td>2009</td>
<td>£100,000</td>
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<tr>
<td>First Choice &amp; Thomson World Care Fund (donated to Travel</td>
<td>2006-2009</td>
<td>£3,500,000</td>
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<td>Foundation &amp; Climate Care)</td>
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<td>Travel Pledge</td>
<td>2009</td>
<td>£35,000</td>
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<td>Butterfly Tree</td>
<td>2007-8</td>
<td>£77,000</td>
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<tr>
<td>Yorkshire Dales Millenium Trust</td>
<td>2006-7</td>
<td>£4,277</td>
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<td>Hand in Hand Trust (Peru)</td>
<td>2007-8</td>
<td>£82,304</td>
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<tr>
<td>International Hotel Group (Priority Club Rewards)*</td>
<td>2004-9</td>
<td>£630,939</td>
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<tr>
<td>Jaisalmer in Jeopardy</td>
<td>Since 1996</td>
<td>£170,000</td>
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<td>People and Places (Volunteer Donations)</td>
<td>1st 9 months</td>
<td>£18,000</td>
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<tr>
<td>Classic Tours (Challenge donations)</td>
<td>Since 1992</td>
<td>£50,000,000</td>
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<td>Across the Divide (Challenge donations)</td>
<td>Since 1998</td>
<td>£30,000,000</td>
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<td>Across the Divide (Company donations)</td>
<td>1999-2009</td>
<td>£50,000</td>
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<td>Imaginative Traveller</td>
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<td>£2,500</td>
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<td>Explore</td>
<td>2008</td>
<td>£15,000</td>
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<tr>
<td>Friends of Conservation</td>
<td>2007-8</td>
<td>£158,152</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>£159,427,921</strong></td>
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