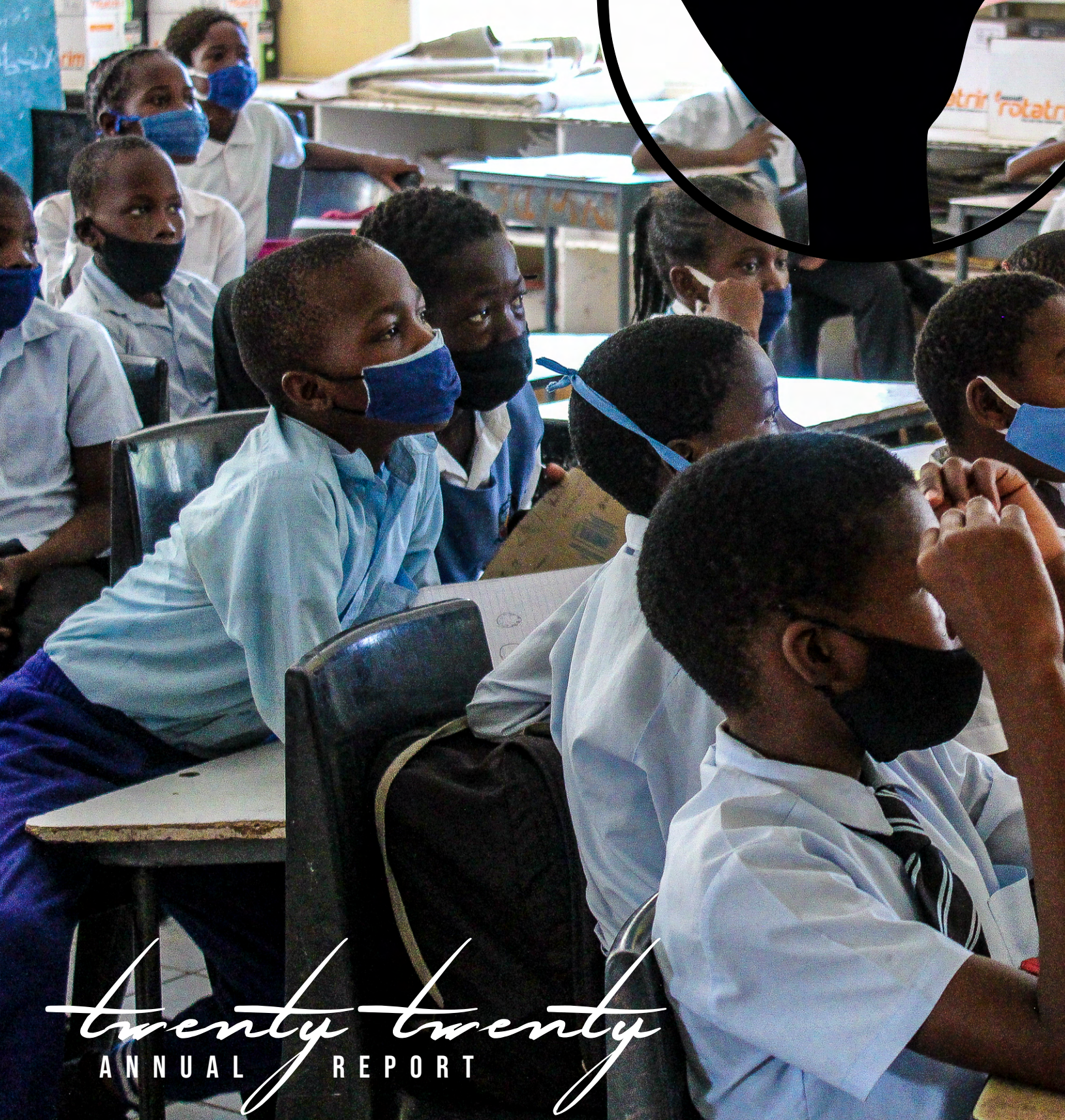


TRAVEL FOR IMPACT / IMPACT FUND



Twenty Twenty
ANNUAL REPORT



Contents

WELCOME.....	1
THE WHY AND HOW.....	3
OUR NEW DIRECTION.....	4
LINES OF ENGAGEMENT.....	5
THE IMPACT FUND.....	6
TRAVEL FOR IMPACT.....	7
OUR IMPACT	
PROJECTS AND PARTNERS.....	8-26
BBL.....	8
MAWS.....	10
POLOKO NG.....	12
WAR.....	14
FEED A CHILD.....	16
SHELTER BOTSWANA.....	18
BBL BUILD.....	20
CRAFTHOOD.....	22
EEP.....	24
COMMUNITY BUS.....	26
FUNDING BREAKDOWN.....	27
INDEPENDENT CSR.....	28-32
CHOBE HOLDINGS.....	29
MAUN COMMUNITY.....	32
TEAM UPDATES.....	33
FINANCES.....	34-36
DIRECTORY.....	37
CONTACT DETAILS.....	38



WELCOME: DIRECTOR'S NOTE

As we are all well aware, 2020 has been a year of global change. For Travel for Impact / Impact Fund and our partners, there have been high times and low times, a continuous need for adjustments, and most of all, an appreciation of what our partners from the tourism industry and civil society have done and continue to do.

Travel for Impact / Impact Fund was established to bridge the gap between the tourism sector and civil society, allowing visitors and tourism companies to give back to the communities which host them, thus creating *“inspired, engaged, and empowered communities”*. At the beginning of the year, with great enthusiasm, we held a 2020 Strategic Planning workshop where we reviewed our operations and developed a plan for the year. Little did we realize that our plans were about to be radically changed!

This year, on the back of COVID-19, the world of tourism collapsed, and we were left wondering how we could continue in our role of making a difference and supporting our civil society partners in reaching their mandates.

In this period of reflection, three things remained clear:

1. Our role in ensuring **consistency in funding**, particularly for those hard to fund areas, is **crucial**.
2. The work of our **community partners** is needed more than ever.
3. **People and businesses** are really keen to help if they are given the **opportunity**.



So as is our reputation, the Travel for Impact / Impact team rose to the challenge whilst staying true to our underlying ethos of consistency and sustainability. For example, putting up a building is amazing, but there needs to be ongoing commitments and resources in place to make sure this building delivers – that is, the sustainability lies in the staff that are in place to provide services and activities out of the structure. These key elements enable organizations to operate into the future confidently.

We employed two strategies to address the challenges of 2020 and to meet the needs of our partners:

1. For the later part of 2020 we have been busy writing proposals — some of which have been successful, some of which we are waiting the outcomes of, and some which we are still writing. We feel confident that these proposals have been well formulated and meet the needs of the community as well as meeting the specifications of donors.

2. We have started to reposition Travel for Impact / Impact Fund away from purely travel to appeal to a broader sector of the economy, such as restaurants, businesses, and individuals.

Both these strategies are works in progress. What has been remarkable and humbling to observe in 2020 is the willingness of people to help those that need it most. As we often quote Nelson Mandela as saying, “it is in your hands to make a difference,” now we would like to join hands even more to enable as much positive change in our community as possible.

We hope you enjoy this Annual Report and recognize what you, as our partners, have enabled in North-Western Botswana when it has been needed most.

Signed,



Ruth Stewart
Director

THE WHY & HOW

Travel for Impact / Impact Fund started its efforts with the travel and tourism industry in Northern Botswana in 2014 on the ethos that a contribution from everyone can have profound impacts on people's lives. Travel for Impact / Impact Fund was created to bring confidence to businesses which wanted to invest and support community initiatives and improve their CSR practices.

Corporate Social Responsibility (CSR) is an overarching strategy designed and implemented within a company, which holds them accountable to contributing positively to the overall social and environmental health of their community. It goes without saying that economic growth is the bottom line for business but more and more it is evident that conscious consumers want their money to go that bit further and CSR is coming centre stage.

At Travel for Impact / Impact Fund, we help businesses achieve impact through:



1

Providing careful curation of non-profit community organizations (NGOs) that are genuine, well-run, and make tangible impacts.



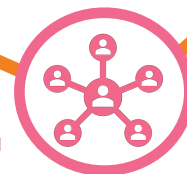
2

Supporting NGOs with guidance and strategic planning, prioritization, results measurement, and staff building and capacitation. A partnership with TFI gives NGOs both a reliable funding stream and critical support.



3

Creating a hub to aggregate funds and deliver meaningful, sustainable, and consistent funds to impactful community organizations.



4

Providing a carefully managed link between business and community.



Over the past six years, TFI has established a reputation aligned to our aims and values. We have brought confidence to businesses which want to invest in and support community initiatives, and we have been successful in promoting a platform where the travel industry is the source of good.



OUR NEW DIRECTION

2020, like no other year, has given us time to reflect and take stock of why and how we operate.

In our reflection, we recognized that a one-industry support base is precarious, leaving us open to vulnerabilities in our funding sustainability. Additionally, we recognized that *many* businesses are keen to give back and invest in positive community change, yet find it overwhelming, frustrating, and challenging (i.e., How do you know which organizations are actually making an impact? Are our donations being used wisely? Are they creating a return on corporate social responsibility investment?).

It is time to broaden our industry support base.

To ensure everyone is included in marketing and profiling, Travel for Impact will now be referred to as the broader **Impact Fund**. To complement *Travel for Impact*, and drawing on the same business model, 2020 has seen the development of *Eat for Impact*, *Business for Impact* and *Give for Impact*, which will be launched in 2021.

These new lines of engagement follow the same principles as Travel for Impact:

1

We operate at an 80/20 split. A full 80 per cent of our income generated from industry partnerships, grants, independent corporate social responsibility portfolio management, and independent donations is invested directly into our community partners. This 80 per cent contributes to the *core funding* of our community partners in order to ensure that they are supported in fulfilling their work without worrying about the sustainability of their existence. Core costs cover financial burdens and running costs that most donors won't touch (e.g., electricity, transportation, rent, salaries etc.) as core services aren't necessarily the 'shiny' parts of development. The remaining 20 per cent allows the Impact Team to raise the profile of our partners through interactive marketing, provide years of experience with respect to resource mobilization, strategy development, governance support, advice, and reassurance.

2

Our community partners are local NGOs which align to our strategic engagement pillars: Culture & Heritage (Polokong), Children & Youth (Bana Ba Letsatsi, FeedAChild and Shelter Botswana), Women (Women Against Rape and Crafthood), and Conservation (Maun Animal Welfare Society).

3

We also support Ad-Hoc community-based projects that align with our values when funding allows (although the sustainability and self-sufficiency of our community partners is our main focus).

4

The Impact Fund continues to run an in-house Economic Empowerment Program, to broaden our scope to include meaningful entry-points into the tourism value-chain. Livelihoods are also supported in varying capacities through our community partners.

THE *impact* FUND

Partners can now donate to the Impact Fund through four main avenues:



Travel for impact



Travel partners donate to the Impact Fund through either the 1USD per BedNight, or BedNight Bank options.



Eat for impact



A restaurant adds an agreed amount to the bill of a customer and that amount is donated to the Impact Fund.



Business for impact



A business agrees on a set amount which is donated to the Impact Fund.



Give for impact

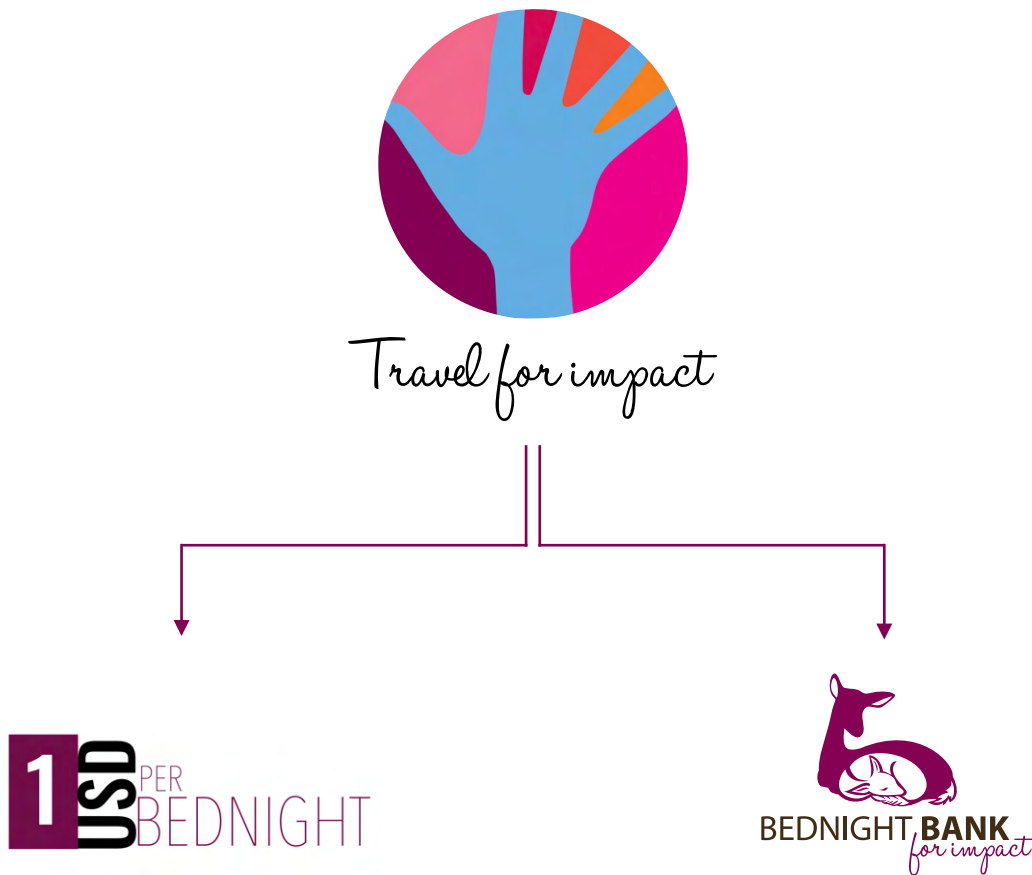


An individual donates an amount to the Impact Fund.

What does this mean for current travel partners?

The funding avenues through **Travel for Impact** will remain the same for 2021 (and likely beyond).

As we expand, similar funding avenues will be developed in consultation with new industry partners for **Eat for Impact**, **Business for Impact** and **Give for Impact** to meet their individualized capacities and needs.



Travel partners who choose to support Travel for Impact through the *1USD per BedNight* channel of the *Impact Fund* contribute 1 USD per night that a guest books through their company.

Through *1USD per BedNight*, we are able to support the sustainable funding of our growing number of core partners and community initiatives.

A 'Bed Night' is a night or flight booked through one of our travel partner's accommodations.

The *BedNight Bank* is a partnership funding initiative with Safari Destinations. *BedNight Bank* supporters will donate a number of Bed Nights or flights to Safari Destinations which are managed on behalf of Travel for Impact and incorporated into clients' itineraries. Travel for Impact / Impact Fund receives the full amount paid for those Bed Nights/flights.



Bana Ba Letsatsi (BBL)

has been protecting and fighting for the future of our children since 2002, providing the guidance, care and emotional support necessary for children who are orphaned or are at risk of being failed by adults, adult-driven systems, and institutions.

Bana Ba Letsatsi (BBL) operates a rehabilitation centre that offers a place of safety for orphans and vulnerable children who have been faced with challenging life situations. The children supported at BBL are faced with a host of complex circumstances including a lack of parental care, not going to school or dropping out at an early age, sexual or physical abuse, begging, child labour and substance abuse. Every child registered with Bana Ba Letsatsi is provided with a program implemented in line with their needs, including a range of supports – counselling, home visits, skills development, informal education, reintroduction to formal education, daily meals, clothing, shelter, transportation, medical attention, and hygiene facilities.

Rose: *Fundraising from individuals and group efforts have offered support for operational costs going forward*

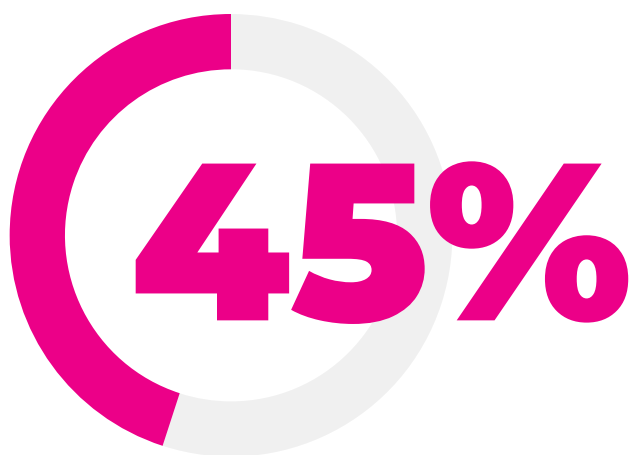
Bud: *Sectional Reproductive Health Programs resumed*

Thorn: *Doors of the Centre closed temporarily*

COMMUNITY PROFILE: BANA BA LETSATSI

The centre, as with other organizations, had its own challenges this year and had to make changes to their programs to adhere to COVID-19 protocols and keep the children safe. During lockdown the centre was closed, but home visits became 'the norm' and staff worked relentlessly making sure that all children and their families were visited and supported as much as possible.

The centre re-opened on August 5th, and resumed their usual classes, however, the after school programs were cancelled, and the number of children supported at the centre decreased from 60 to 27 with only those attending classes at the centre remaining. Although the after school programs were cancelled, the BBL team continues to make sure the children are still being supported and cared for with home visits being carried out 3 times a week. The after school programs are integral to the work done at BBL, in order to maintain structure for those attending school. To make up for the loss of the programs, home visits have been increased in order to continue regular interaction. **The Bana ba Letsatsi team are committed to supporting their children despite the challenges of COVID-19 and look forward to running their programs at full scale soon.**



*throughout the pandemic, Bana Ba Letsatsi has maintained capacity at 45%



*home visits continue to be carried out 3 days a week



Maun Animal Welfare Society (MAWS)

aims to protect Botswana's wildlife through domestic animal care. This is done through vaccinations of cats and dogs locally, mobile outreaches to communities close to wildlife protected areas, and education on taking care of domestic animals.

Domestic animals act as a reservoir for diseases that are transmittable to safari wildlife. MAWS works to create a protective barrier of vaccinated domestic animals around Botswana's National Parks and Game Reserves, establishing a perimeter of vaccinated dogs, hoping that disease prevention can be achieved with a vaccination rate of more than 70 per cent. MAWS focuses on the welfare of all animals, improving domestic animal care by providing free veterinary services and education to low-income villagers in remote areas across the country through regular outreach trips.

Rose: *The clinic was able to build new (much needed) isolation kennels this year, thanks to the fundraising efforts of Mervin Palmer*

Bud: *The clinic welcomed a new clinic supervisor who is passionate about her work and will be a great asset to the team*

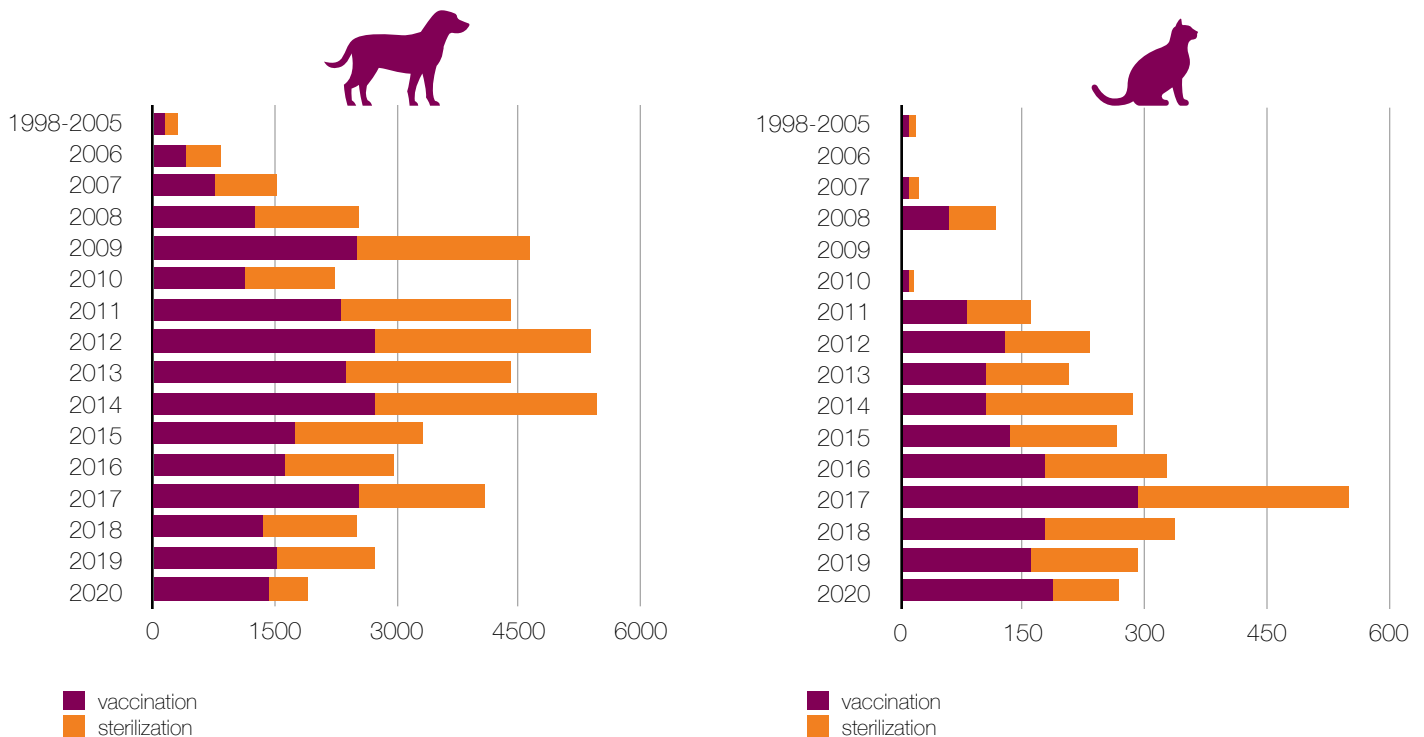
Thorn: *The Vet Doctor volunteers were unable to make it to the clinic this year due to travel restrictions, therefore the clinic had a shortage of personnel to perform surgeries*

COMMUNITY PROFILE: MAWS

Throughout the challenges of 2020, MAWS was able to keep working and maintain a safe environment for both domestic and wild animals.

The spread of rabies is always a concern for local government and every year a call is made from the Department of Veterinary Services to collect and euthanize pets that have not been vaccinated for rabies. With an increase in local rabies cases, this year was no exception. The MAWS team was able to aid pet owners who had not yet been able to vaccinate their pets, and also conducted a rabies prevention drive to educate people on the dangers of the disease.

During outreach missions, MAWS organizes info sessions for owners of domestic animals, and distributes dual-language educational leaflets which focus on the basics of animal welfare and disease prevention. The success of MAWS largely rests on the energy of its Board and members, and also the strong relationships that they have built with many community leaders. Their community engagement efforts ensure their outreach clinics are welcomed and well received. **To date MAWS has vaccinated 28,145 cats and dogs and sterilized 24,135 cats and dogs.**





POLOKONG provides

compassionate care services to Maun's disadvantaged elderly, and works to ensure that our elders are treasured, loved and respected for the rich lives they have lived, and the contributions they have made to our community.

Botswana serves as an incredible example for other countries, with a pension system for its citizens, and monthly food baskets for the impoverished. Despite these efforts, social security within the nation remains insufficient, and the aid available does not always reach the intended target group; Polokong Elderly Care bridges this gap. The organization aims to make a difference to the disadvantaged seniors in Maun, making them feel special and supporting them in living the remainder of their years in dignity. This is done through assistance in access to clothing, proper nutrition, safe housing, and companionship, making sure that they are treasured, and loved.

Rose: *The centre reopened its doors in early November and welcomed the elderly back*

Bud: *The organization is in the process of mobilizing and reaching out to more companies outside of the tourism sector for assistance and funding*

Thorn: *The centre was forced to close due to lockdown regulations, and the elderly were left without a place to meet and interact*

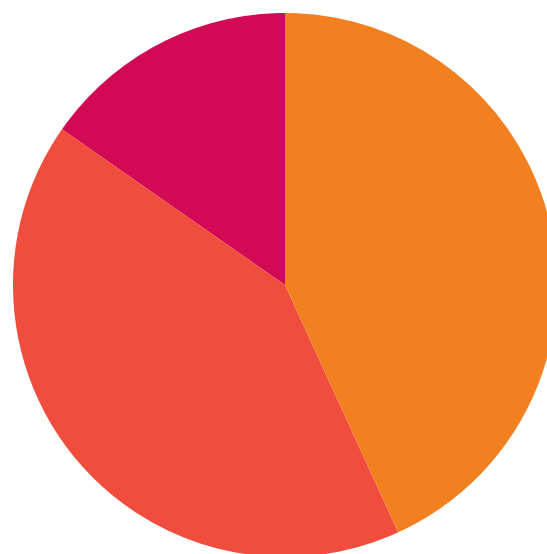
COMMUNITY PROFILE: POLOKONG

“A Nation without culture is a lost Nation” (Sir Ketumile Masire, Former President of Botswana).

Polokong works with volunteers to visit the homes of the elderly and provide a multitude of services. Although it was a challenge during lockdown to keep services going, Polokong was deemed as an essential service and with the help of Travel for Impact / the Impact Fund’s Community Bus, all elderly received food, love and attention throughout the pandemic.

Polokong opened its day centre in September 2019, with 79 elderly benefitting from it through daily visits to the centre in groups. With the challenges of the COVID-19 pandemic, the centre was forced to temporarily close, but we are delighted that the centre is up and running again as of early November, bringing joy into the elderlies’ lives.

12 meals are delivered daily with the support of the community bus, while 48 elderly receive a daily nutri-drink. The elderly are taken to the centre daily, alternating with each other in order to maintain social distancing protocols. Each ward has 7 elderly transported to and from the centre where they are able to interact with one another. **Polokong, which translates as Place of Salvation, will continue to change the lives of these individuals.**



- day-centre use
- daily nutri-drink
- daily meals

*visual representation of service breakdown



Women Against Rape (WAR)

was established in 1993 in response to domestic and gender-based violence (GBV) against women and children in the district of Ngamiland. The principal focus of WAR is to meet the needs of traumatized survivors of GBV, and to address the systemic social issues which contribute to the prevalence of violence within our communities. To this end WAR provides a 24-hour crisis helpline, temporary safe accommodation, psychosocial therapy and support, and formal referrals and guidance through the justice, health, and welfare systems. They also provide public education on reproductive and human rights, political advocacy, legal reform, lobbying, and economic empowerment skills, among other programs. WAR address all types of abuse, including rape, assault, defilement, incest, domestic violence, HIV/AIDS, marital problems, and child welfare issues. In order to disrupt the prevalence of repeat-cases, they have also extended their counselling services to rehabilitate perpetrators.

Rose: WAR Botswana opened up offices in Gumare, Shakawe and Seronga in order to provide more services to the community

Bud: The Government of Botswana has advocated for GBV to be given priority status

Thorn: GBV cases increased across the country reflecting lockdown and COVID-19 measures

From its inception in 1993, Women Against Rape (WAR) has been at the forefront of campaigning against Gender Based Violence (GBV) in Botswana.

Women find themselves in a particularly vulnerable situation as crises unfold. The COVID-19 pandemic brought on a nationwide lockdown for Botswana and this brought out the best and the worst in people. Globally, as well as nationally, incidents of GBV have seen a sharp increase with the onset of the COVID-19 pandemic and related prevention and containment measures. Furthermore, structural fragilities and bottlenecks in the provision of GBV prevention and response services further complicate matters.

In the first week of the extreme social distancing, Botswana Police had recorded two murders, one threat to kill, 22 rapes (7 being children aged 2-13) and 23 cases of defilement nationally. Lockdown and extreme social distancing measures come with heightened risk of women, children and adolescents witnessing or suffering violence, abuse and exploitation. WAR counsellors revealed that since the country went into lockdown on April 3rd, 2020, the centre had been flooded with calls for help from men, women and children experiencing different forms of abuse at home. From 2018-19 to 2019-20, there was a 229 per cent increase in reported cases of incidents of GBV at WAR. In 2020, WAR provided 2,345 safe Bed Nights to women and children at their shelter, with an average of a 17-day stay per client.

In the midst of the pandemic it seemed WAR has been required to be all over Northern Botswana, which placed an enormous strain on their staff. However, to try and address the incidences of GBV and reduce the travel time for WAR staff, **WAR opened offices in Gumare, Shakawe, and Seronga Villages to address the needs of the communities through counselling services and to provide education on Sexual Reproductive Health.**



2,345

*Bed Nights occupied in the WAR shelter in 2020.



2 2 9 %

*increase in GBV cases reported by clients and addressed by WAR from 2018-19 to 2019-20.



Feed A Child & StartUp4Kids

teamed up this year to address their collective vision of safe, self-reliant families. Feed A Child aims to address the basic nutritional needs of children below the age of 5. The organization operates under the knowledge that proper nutrition in early childhood years is crucial for healthy growth and development. StartUp4Kids offers trainings on financial independence and literacy, based on their Aflatoun Program.

This collaboration, supported by Travel for Impact / Impact Fund (specifically by the Economic Empowerment Program), supports mothers of the children in the Feed A Child program to learn financial and business skills, earn money and support their households.

Rose: *Feed A Child is not only there for the children they feed, but are also providing the Nutri porridge to other organizations like Polokong and Naletsana Charity organization*

Bud: *The Xhakodi ladies have completed their cooking lessons and will utilise these skills moving forward*

Thorn: *The Kgotla feedings came to a stop as children are vulnerable and not allowed to gather*

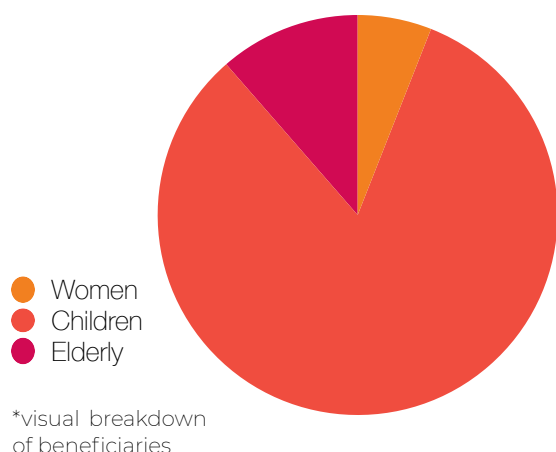
COMMUNITY PROFILE: FEED A CHILD AND STARTUP4KIDS

Feed A Child believes that empowering mothers and caregivers to become self-reliant supports child welfare in the longterm. With the need for alternative sources of income becoming more important than ever, Feed A Child has created an invaluable partnership with StartUp4Kids.

At the beginning of 2020, eleven women had undertaken ongoing training through StartUp4Kids on how to foster and develop their entrepreneurial talents and use them to set up a successful business. The women were thrilled with their achievements and collectively decided that they would use their talent for cooking as a starting point from which to launch their new business.

Although the pandemic caused some delays, the group is back on track, and have established their business: Xhakodi (created by using one initial from each of their names). They plan to specialize in traditional foods, targeting both local and tourist consumer bases in Maun. The women look enthusiastically towards the future of their new business, and are currently undergoing additional cooking training. We look forward to sharing more on the progress of this collaboration as time goes by.

In addition to supporting the eleven women through the StartUp4Kids venture, Feed A Child is currently feeding 152 children and 21 elderly.



*children being fed through the program



Shelter Botswana

operates a pre-school for predominately vulnerable children, caring for 50 children aged two to six years. The centre not only provides children with early childhood education but crucially provides three meals a day to the children. On leaving the pre-school, the kids are ready and able to take up their places in formal education. Travel for Impact / Impact Fund has supported Shelter Botswana through the Community Bus as well as contributing to teachers' salaries. The Community Bus had been transporting the children to and from the school, however the centre recently received a generous donation of their own bus from the Diamond Trading Company. In 2020, the Shelter Botswana pre-school had an enrolment of 54 children of which 60% were orphans and 40% vulnerable children. Among the 54 children, 24 graduated to formal primary education, Standard 1.

Rose: *Securing the Toyota Quantum and complementary insurance this year*

Bud: *Centre is still operating and ready to support children into 2021, and the Impact team is looking at establishing a livelihoods project with the children's caretakers*

Thorn: *The centre had to reduce the number of children they are able to take in to allow for social distancing*

COMMUNITY PROFILE: SHELTER BOTSWANA

Shelter Botswana works closely with social workers from Maun and Village Development Committees (VDCs) to identify orphans and vulnerable children in the community. This also means that a relationship is established with the social workers who are responsible for enrolling appropriately aged kids into primary schools' Standard 1s.

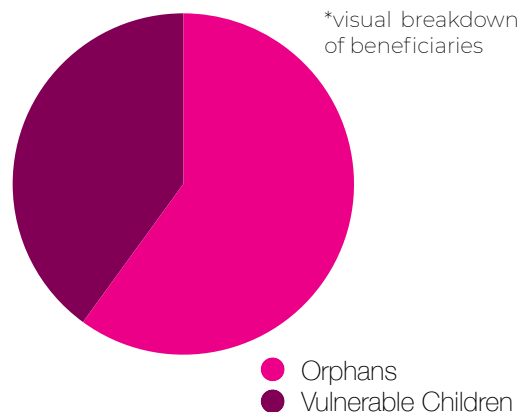
The Centre was thrilled to receive a generous donation of their own bus, a Toyota Quantum, from the Diamond Trading Company. This bus will go a long way in making sure their operations run smoothly, transporting children to and from the centre. Travel for Impact / Impact Fund was also delighted to secure sponsorship for the bus's insurance through Kalahari Insurance Brokers. This donation came at the right time so that the new bus can begin to safely transport children right away!

Shelter Botswana was also fortunate to receive a private donation from the United States to allow the Centre to purchase food and distribute to the care givers and parents of the Centre during the first lockdown. This has been enormously appreciated not just by the Centre but more importantly by the beneficiaries who were able to keep food on the table.

Due to COVID-19, Shelter Botswana has reduced their enrolment to 30 children to allow for social distancing.



*children who graduated from the centre's pre-school to formal primary education, Standard 1.





The BBL Build

began construction in February 2020 — the long awaited new home! The Bana Ba Letsatsi Rehabilitation Centre has been located in the same single-classroom building since its inception in 2002, when the organization was housed by the local Government. However, as both the land and the building were owned by the Government, this meant that BBL could not make any modifications to the building to best suit the services they provide. The need for expansion has steadily grown more apparent, as the needs of the children and future goals of the organization continue to grow with each passing year. Having secured land of their own (a process in its own right), BBL's vision of constructing their own centre with all of the necessary facilities to provide and expand their services for the children came alive. BBL's 'new home' will create an improved, safe environment to support the children's rehabilitation and learning, promote a sense of community and belonging for the children, and develop a space customized to BBL's needs.

Rose: Due to efforts from the Paddle for a Purpose canoeists, an amount of P179,000.00 was raised for BBL and a portion of these funds was allocated to the build

Bud: The build continues to show progress with the walls of the structure being erected and the work moving at a steady pace

Thorn: Funding for the build was not possible for 2020

COMMUNITY PROFILE: BBL BUILD

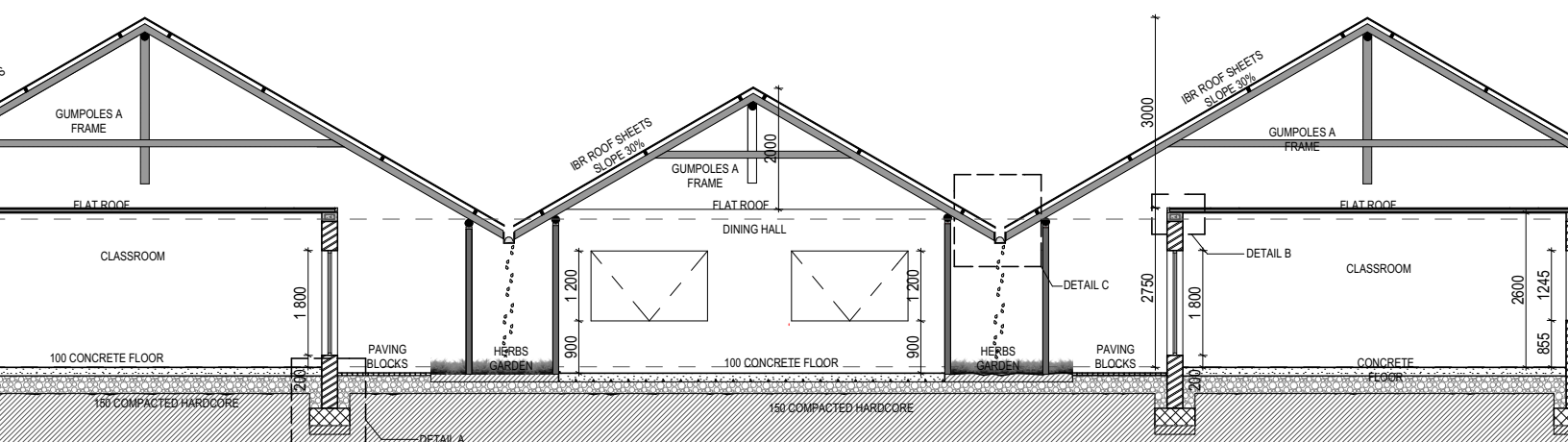
BBL's new home will allow the organization to provide tailored teaching material and increased individualized attention to each student, larger learning and play spaces for students to explore their interests and talents, and dedicated spaces for counselling sessions, art and recreational activities.

The BedNight Bank partners and Ker & Downey, Botswana have played a vital role in ensuring the construction of the centre becomes a reality through sponsoring several rooms, covering infrastructure costs and making the initiative an attractive investment for the Japanese Grassroots Fund. With the building finally out of the planning stages, construction commenced in February 2020. The build was split into two buildings, both housing a combination of educational and psychosocial support rooms. The build was expected to take 9 months, but has been delayed by the pandemic. Following lockdown measures in Botswana, construction on the centre resumed. Contributions from previous donations to the BedNight Bank as well as funding secured from the Japanese Grassroots Fund have enabled the construction to continue, and it is anticipated that at least one of the blocks will be completed in the near future. Unfortunately, due to the impact of COVID-19 on travel and tourism some of the commitments for construction were put on hold, but we are happy to say not cancelled! With time we will see the build through to completion.

The building itself is eco-friendly, with the use of sustainable materials such as gum poles and sandbags being used for the walls.

BUILDING A - FLOOR PLAN

SCALE 1:100



SECTION A-A SCALE 1:75



Crafthood is an independent initiative launched by Travel for Impact / Impact Fund in 2015 (through SAREP seed-funding), and in many ways has shaped the direction of Travel for Impact / Impact Fund's involvement in livelihoods and economic empowerment, acting as the initial pilot project for our Economic Empowerment Program (EEP). Crafthood is a centralized marketing and sales platform for basket weavers throughout Ngamiland. Basket weaving is an intricate and delicate age-old Botswana tradition, passed down from mother to daughter over many generations. The skill requires dedication and patient hands to prepare, entwine, and bind together palm fronds and make these beautiful, and functional crafts. Travel for Impact / Impact Fund continues to support Crafthood through market access, buying, distribution, quality control training, and occasional harvesting trips. Through our persistent efforts, Crafthood baskets have earned their reputation as being of consistently exceptional quality.

Rose: *The basket weavers have used the time during lockdown to perfect their weaving skills and have come back better than ever*

Bud: *Borders have opened and companies like Arts for Africa are keen to resume buying baskets*

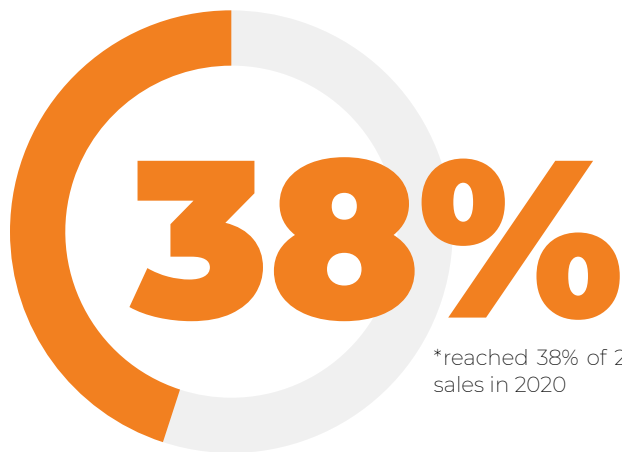
Thorn: *Sales have decreased both locally and internationally*

COMMUNITY PROFILE: CRAFTHOOD

Since 2015, Craffhood has experienced remarkable success, directly supporting women in subsidizing household incomes in order to feed, clothe and support their families.

This year has been a tough one for the women with basket sales decreasing due to international markets slowing down. However, they are still weaving baskets with the intention of resuming sales once things get back to normal. The basket sales this year are at P21,330.91 compared to P56,785.53 in 2019.

We are grateful to our friends in the Netherlands, Arts for Africa, who continue to support us even though we cannot actually send their baskets to them. We are hoping the situation will normalize soon and we can head to the post-office!



*reached 38% of 2019 sales in 2020



*four operational basket centres: Ngamiland, Shakawe, Ngwao Boswa, and Shorobe



*celebrating Craffhood's 5th anniversary in 2020



The Economic Empowerment Program (EEP)

was established in 2017 in order to address livelihoods and female empowerment in Ngamiland. Piggy-backing on the entrepreneurial spirit exuding from Craffhood, the Impact team realized the immense potential to expand livelihoods initiatives beyond the scope of baskets within the tourism value-chain. EEP aims to address seasonal and erratic income in female-headed households by identifying and expanding entry-points into the tourism value-chain. EEP achieves this by supporting women in the production of products to be sold to the ready-made tourism market. Placemats, keychains, pottery, leatherwork, beading, paper jewellery, cloth bags, and other innovative products are supplied to the curio markets, lodges, and camps of our travel partners. The program has grown and now boasts 15 different products being made and sold.

Rose: *Alternative fundraising approaches have been successful and we have been awarded a grant from the US Embassy Ambassador's Self-Help Fund*

Bud: *Glass recycling program will provide new opportunities for the women and the community for years to come*

Thorn: *Market from the camps came to a stop and affected sales of products*

This year product sales had a significant decrease due to the collapse of tourism with travel restrictions being put in place all over the world.

Sales for coasters and placemats in 2019 were P41,978.90 and decreased to P13,345.30 in 2020. Bracelet sales in 2019 were P14,915 and decreased to P0,00 in 2020. However, tourism will grow again, and in the meantime, we still have a domestic market to provide products to. Travel for Impact / Impact Fund's EEP program has been hard at work reshaping itself whilst continuing to support its producers and engage new producers. We are delighted that our efforts are being awarded; We have secured funding from the US Embassy Ambassador's Self-Help Fund to establish a glass recycling initiative – much needed within Maun. The project aims to support those women who are already involved in our Economic Empowerment 'Waste to Treasure' program with business entrepreneurial and financial training. Additionally, 12 women will be trained in glass recycling as a new business venture. **This is just the beginning of the expansion to our 'Waste to Treasure' portfolio and we look forward to researching and expanding into other areas which focus on reduce, reuse, recycle.**

OB, 35: says that the women in EEP were able to buy clothes for their children, pay school fees, and build their houses through EEP. Their lives have become dependent on the income from EEP, and not being able to earn additional income through the program has made these uncertain times more challenging. They were encouraging other women to join and gain independence, but now the program is limited because of the pandemic.

Lizzy, 39: has had times where she has struggled with money for transport and sometimes to buy food this year. She used her earnings from EEP as supplemental income. As EEP hasn't been able to buy many products this year, her work salary has fallen short in covering home expenses.

Mma Oteng, 52: had made bricks to build another room for one of her children with income from EEP. Unfortunately, she could not finish the room, as she could not make much from EEP this year.



The Community Bus has

been a source of stability and hope throughout the pandemic. One of the biggest challenges facing our partners is transport. The bus shines now more than ever, as our partners continue to respond to the complex and demanding challenges of the pandemic, and continue to provide essential services to the most vulnerable in our community. The bus has a full timetable, driving children to school and rehabilitation centres, delivering food and support to the elderly, driving clients to hospital appointments, and providing general transportation where needed by our partners. Where transport is needed to support the community's efforts in managing through this crisis, the bus is always on hand! The bus has covered over 140,000 kilometres in order to provide these services and with our support, partners will be able to continue to rely on the bus.

Rose: Our driver, OB, has worked relentlessly throughout the year making sure the bus supports our partners

Bud: The bus will continue to support community partners as they continue to operate in their respective fields

Thorn: With all the organizations relying more than ever on the bus, the running costs of the bus have increased

WHAT DID THE *impact fund* SUPPORT THIS YEAR?

IMPACT FUND 2020



BANA BA LETSATSI (JAN-AUG only)

- head of psychosocial department
- counsellor salary
- food supplies

FEEDACHILD (JAN-DEC)

- community development officer
- packer
- porridge
- professional development support

MAWS (JAN-AUG only)

- vet nurse
- senior clinic assistant
- junior clinic assistant

POLOKONG (JAN-AUG only)

- three support staff
- nutridrink

SHELTER BOTSWANA (JAN-DEC)

- one teacher salary

WOMEN AGAINST RAPE (JAN-AUG only)

- shelter matron
- counsellor salary
- bank charges

ADDED VALUE

- community bus
- aflatoun
- sanitize Maun (COVID-19 response)
- Elephants for Africa elephant conflict community education

BANA BA LETSATSI BUILD

- number of rooms
- additional build support and infrastructure costs

CRAFTHOOD

- product development
- quality control
- trainings
- marketing/branding
- materials and supplies
- marketplace support and resources
- sales

ECONOMIC EMPOWERMENT PROGRAM

- product development
- quality control
- marketing/branding
- materials and supplies
- marketplace support and resources

80/20



In addition to the 80 per cent of funds through the Impact Fund (outlined above) which is shared between our core partners, projects and added-value initiatives, the remaining 20 per cent allows Travel for Impact to act as a port of call to our partners, providing consistency, expertise, profiling, reassurance, confidence, governance support, and general encouragement. **Unfortunately due to financial limitations through COVID-19, some partners were only funded until August 2020.*



CSR MANAGEMENT

Travel for Impact / Impact Fund believes that Corporate Social Responsibility has the power to shape the economic, environmental and social welfare of entire communities. That's why, in addition to the streamlined funding avenues offered through the Impact Fund, we also offer independent CSR Portfolio Management services. Our CSR Management services allow for partners wanting a more focused impact beyond the five pillars of engagement addressed through the Impact Fund to build personalized CSR strategies aligned to their individual needs. Impact Fund currently manages the Independent CSR portfolio of two major safari brands.

CHOBE HOLDINGS

Established 30 years ago, Chobe Holdings Limited (“Chobe”) operates two famous safari brands, *Desert & Delta Safaris (DDS)* and *Ker & Downey Botswana (KDB)*. They also provide auxiliary safari services through its tour operator *The Booking Company*, and integrated air charter operator *Safari Air*. The company believes in creating shared value through their integrated approach of investing in wildlife, investing in people and investing in Botswana. They continue to do this by developing meaningful and longstanding relationships with communities, organizations, and programs aligned to the values of Botswana’s Vision 2036. Geographically, the primary areas Chobe Holdings supports are those areas in which it operates: the North-West, Chobe and Central Districts. Chobe Holdings’ CSR has continued to move forward in their CSR goals, focusing on the intersection of community involvement, education, environmental action and economic growth. The two companies which Travel for Impact / Impact Fund supports with regards to Chobe Holdings’ CSR are Ker & Downey, Botswana and Desert & Delta Safaris.



1 / BANA BA LETSATSI

has seen a long and fruitful relationship with Ker & Downey, Botswana for the past 10 years. The company has been making monthly contributions to the organization that have enabled it to cover running costs. Apart from their financial contributions, KDB provides opportunities for children to experience the otherwise inaccessible wilderness on their doorstep. In partnership with the pack for a purpose program, Ker & Downey, Botswana also encourages guests to contribute essential targeted supplies for the children. This year, KDB has been unable to financially support BBL with funding for their new centre, but the company values its long term relationship with the organization and is looking forward to continuing funding BBL in the near future as the tourism industry begins to stabilize.

2 / MATHIBA I MEMORIAL SCHOOL

has been fortunate to have been adopted by both Desert & Delta Safaris and Ker & Downey, Botswana. The school has been provided with a high capacity printer and textbooks to aid the teaching staff in their lessons and ensure the children have all the necessary materials to pass their exams. Chobe Holdings has also bought porta-cabin classrooms for the school to accommodate the pre-school children. There are plans to build an assembly area for the school, however these have been disrupted by COVID-19. Planning will resume at a later stage. We are thrilled to report that the school's pass rate has improved from 50% in 2018 to 75% in 2019. Chobe Holdings can rest assured that their dedicated support has contributed positively to these results. Chobe Holdings' staff have visited Mathiba, to offer motivational talks to the Standard 7 pupils who will be moving on to Junior schools. These presentations encouraged the students to continue with their studies and to reach their true potential.

3 / THE PETER SMITH UNIVERSITY OF BOTSWANA (PSUB) HERBARIUM PROJECT

continues to benefit from funding by Desert & Delta Safaris (Xugana Island Lodge). This project aims to create a digital database to provide easy access to facts that will allow further investigation of the botanical history of Northern Botswana. PSUB houses a legacy collection of flora specimens comprising a comprehensive, representative sample of the botany of the Okavango Delta, the World's 1000th Heritage Site as declared by UNESCO in 2014. This project is housed at the University of Botswana, Maun Campus.

“The Impact Fund believes that Corporate Social Responsibility has the power to shape the economic, environmental and social welfare of entire communities.”

In every CSR strategy we are entrusted to manage, we place emphasis on building symbiotic relationships. We help to bridge the gap between corporate and community approaches to development and seek to normalize the expectation of companies to make tangible, meaningful, and impactful change as part of their core operations. In facilitating these relationships, we hope to enable businesses to implement their CSR visions. We are thrilled to offer Independent CSR Management as another avenue for Impact Fund partners to change lives in their communities.

04

4 / KHUMAGA PRIMARY SCHOOL AND KHUMAGA VILLAGE have a close relationship with Desert and Delta's (DDS) neighbouring lodge, Leroo La Tau. Financial assistance was provided to the school to assist in various areas such as trophies for students that achieved a pass mark of over 75%, career fairs, and provision of PSLE revision books. Other CSR efforts included engagement with the school's traditional dance group, the provision of graduation gowns for the preschool and support towards the building of a traditional hut. 2020 has been a difficult year for Chobe Holdings, and although the village and school has not received financial support this year, DDS hopes as things begin to improve, they will be in a better position to assist the community once again.

05

5 / THE TSODILO JUNIOR SECONDARY SCHOOL continues their relationship with Chobe Holdings. Particularly DDS has seen them receiving uniforms, stationery, and bags. Students have been to a weekend getaway at Leroo La Tau Lodge to experience the reality of tourism and conservation at the same level as full paying customers. As with the other schools the company has been supporting, this year has been one where financial assistance proved to be difficult, however, DDS will continue to be committed to Tsodilo despite the financial restrictions they are currently facing due to COVID-19.

06

6 / TSHWARAGANO JUNIOR SECONDARY SCHOOL has also benefitted from DDS through the school's Social Studies subject, which is sponsored by the company during their annual prize giving ceremony. With the company not bringing in any income like many others in the tourism industry, monetary assistance has unfortunately been put on hold for the year 2020.

07

7 / BOTSWANA ACCOUNTANCY COLLEGE and DDS continue with their partnership. Each year, DDS sponsors a student with a full bursary to study International Hospitality Management degree courses. However, due to the financial implications of COVID-19 no new sponsorships have been implemented (2020/2021), however existing bursaries are being honoured. Upon graduation, these students are guaranteed employment opportunities at Desert & Delta Safaris as Trainee Managers for two years. The first student to be sponsored Neo Mothao, graduated in December 2019, and the second student Segomotso Marai will graduate in December 2020.

08

8 / THE GOLDEN YEARS GROUP was established to support the aged population in Maun. They have established a Home Patronage Care Programme which allows them to provide the elderly with home-based care when necessary and provides the elderly with a monthly check-up. To allow for effective implementation of this initiative, the Golden Years Group, affectionately known as the Golden Oldies, have partnered with Okavango Air Rescue.

MAUN COMMUNITY

gives back



The Maun Community, as usual, can be counted on to make a difference and the arrival of the river made for a perfect opportunity to do so.

Flood Water Donations

Every year before the river flows into Maun from the Okavango, friendly bets are placed to predict when it will arrive in Maun. The person who predicts the correct date and time is announced as the winner and given the amount raised through the bets. This has always been a time for celebration as water brings 'life' back into Maun.

This year, rather than the winner receiving the bets placed, it was agreed that the money raised would be donated to Polokong Elderly Care and Women Against Rape to help the two organizations through the challenges of COVID-19. With more than 300 people placing bets and others purely donating money due to the causes, a total of P51,162.00 was raised.

Paddling for Pounds

Bana ba Letsatsi was blessed to have a team of professional guides James Stenner, Roger Dugmore, David Dugmore, Maika Kretschmer, Kyle Human and Corlize Viljoen, who embarked on a 13-day canoeing expedition in order to raise funds for BBL. This team of committed individuals canoed along the Boteti river and managed to raise P179,000 for the organization. This donation will go a long way in making a difference, especially to the children as the organization had been struggling without the support of its donors from the tourism industry.

TEAM UPDATES

Travel for Impact / Impact Fund was fortunate to have Jessica Franko, a Pathy Foundation Fellowship Fellow, return to TFI from September 2019 through to March 2020 when her time in Botswana was cut short due to COVID-19.



Jessica completed an internship with TFI in 2017. Although we 'housed' Jessica, her time in Botswana as a Pathy Fellow was predominately spent supporting the Okavango Livelihoods Project, spearheaded by Wilderness Safaris, and two Adult-Empowerment Clubs in the villages of Gunotsoga and Beetsha. However, her commitment and passion towards Botswana and Travel for Impact / Impact Fund brought us enormous benefits including last year's Annual Report (and fortunately this one too), and TFI's 2020 Strategic Planning workshop (which was dramatically changed due to COVID-19). She also represented us at BTTE with our Economic Empowerment Program lead, Gosaitse, where some of you may have met her. Her general demeanour and energy contributed wonderfully to the team.

In February, 2020, just before the world entered the new 'pandemic era,' Gosaitse was accepted to a Livelihoods and Markets certificate course offered through the Coady International Institute, a partner institution to the Pathy Foundation Fellowship.

Although the program was subsequently cancelled, we are pleased to announce that Gosa re-applied and was accepted to a virtual equivalent course on Social Enterprise. With sponsorship and bursaries already secured outside of the Impact Fund, we await with anticipation Gosa's completion of the course, and know it will bring new energy, skills, and benefits to the Economic Empowerment Program, and entire Impact Team.



FINANCES AT A GLANCE

As they say, adversity so often leads to opportunity, and this has indeed been the case for Travel for Impact / Impact Fund. With funds almost totally non-existent as a result of the pandemic's implications on our tourism partners, it was necessary to return to the traditional method of fundraising — writing grants, and applying for opportunities.

2020 was indeed a year of writing and we are thrilled to share the results and progress with you:

- 1. US Ambassadors Special Self-Help Fund Program:** Improving Livelihoods — Reduce, Reuse, Recycle: A Maun Recycling Initiative. This project will allow our Economic Empowerment Program to capacitate women who are already involved in our EEP 'Trash to Treasure' program with business, entrepreneurial, and financial training, and train 12 women in glass recycling.
- 2. Beyond Tourism in Africa:** Innovation Challenge — Our team of three (Ruth Stewart, Gosaitse Lekoko and Debora Duarte) were awarded the opportunity to research, develop and incubate the concept of developing a virtual Cultural Marketplace. The Cultural Market will profile artisan production, local skills, and culture in an innovative and reliable manner aligned to a positive conservation impact story.
- 3. European Union:** Support to Ecotourism Development in Botswana — As we finish writing this Annual Report, we are delighted to share that our proposal has been awarded a grant, conditional on the Impact Fund passing an organizational eligibility evaluation. This project will enable the Impact Team to work with existing organizations and businesses to create a viable and market-oriented ecotourism circuit in North-Western Botswana linking a variety of ecotourism and cultural activities managed directly by community groups and being fully integrated into the tourism value-chain. We are very excited about moving forward with this and look forward to working with you to create fabulous community destinations in Botswana.

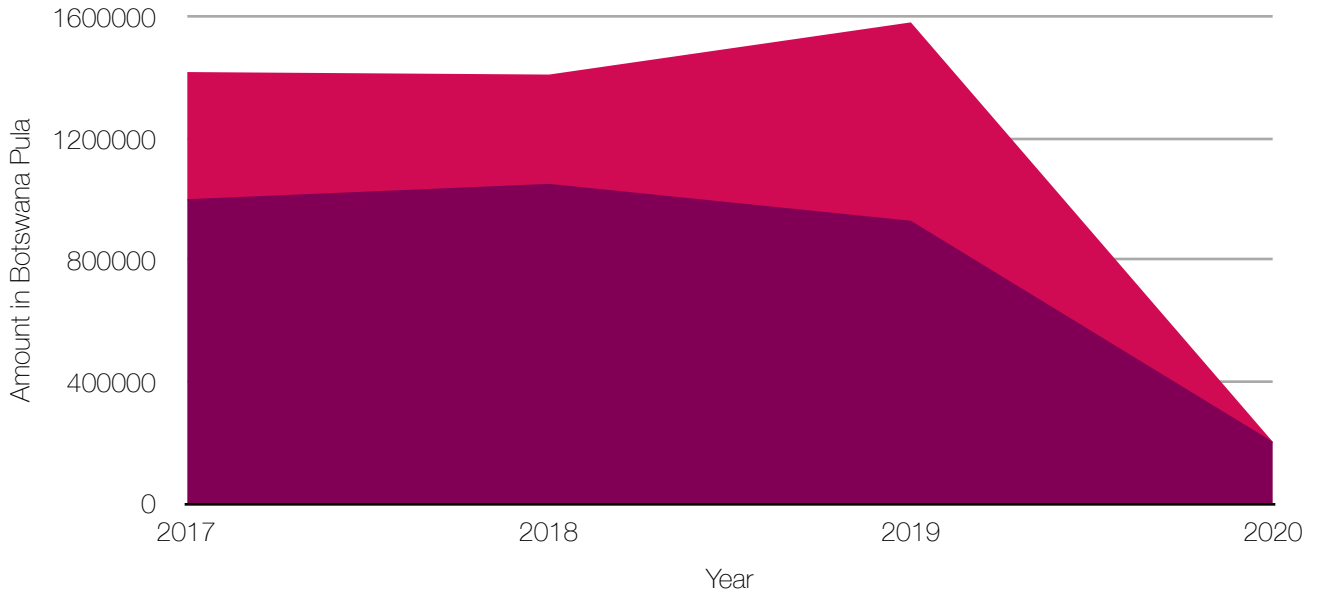
We would also like to thank those that have shared, contributed and read our Go Get Funding campaigns which Safari Destinations helped us to develop; one for the bus and one for the Bana Ba Letsatsi Build.

Finally, we are so appreciative of everyone who has supported us either financially or in spirit and we thank you from the bottom of our hearts. Here's to 2021, may it be better than 2020!

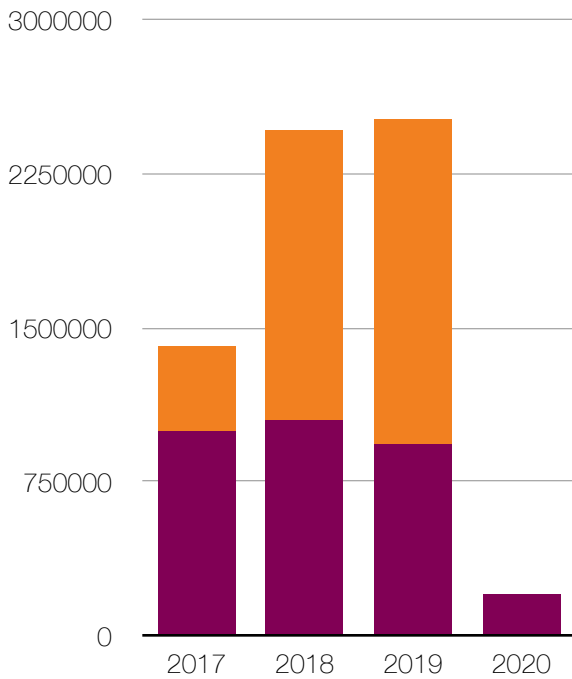


- BedNight Bank
- 1USD Per BedNight

IMPACT FUND TRENDS 2017-2020

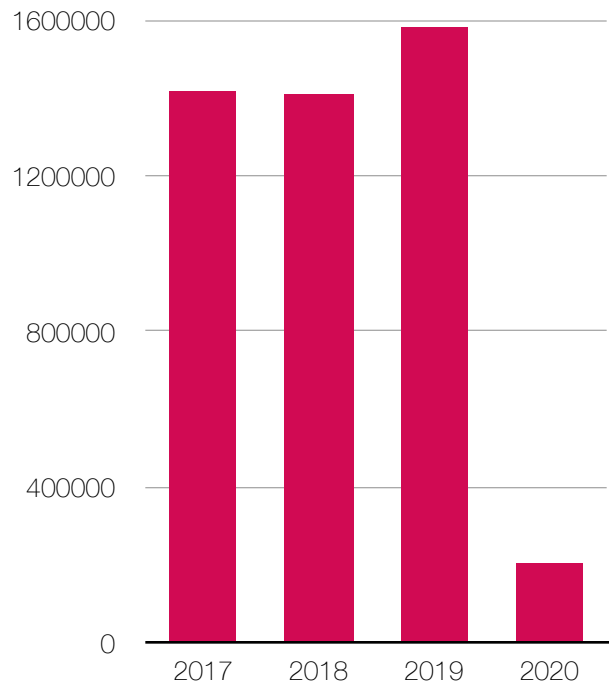


IMPACT FUND BREAKDOWN 2017-2020



- BedNight Bank
- 1USD per BedNight

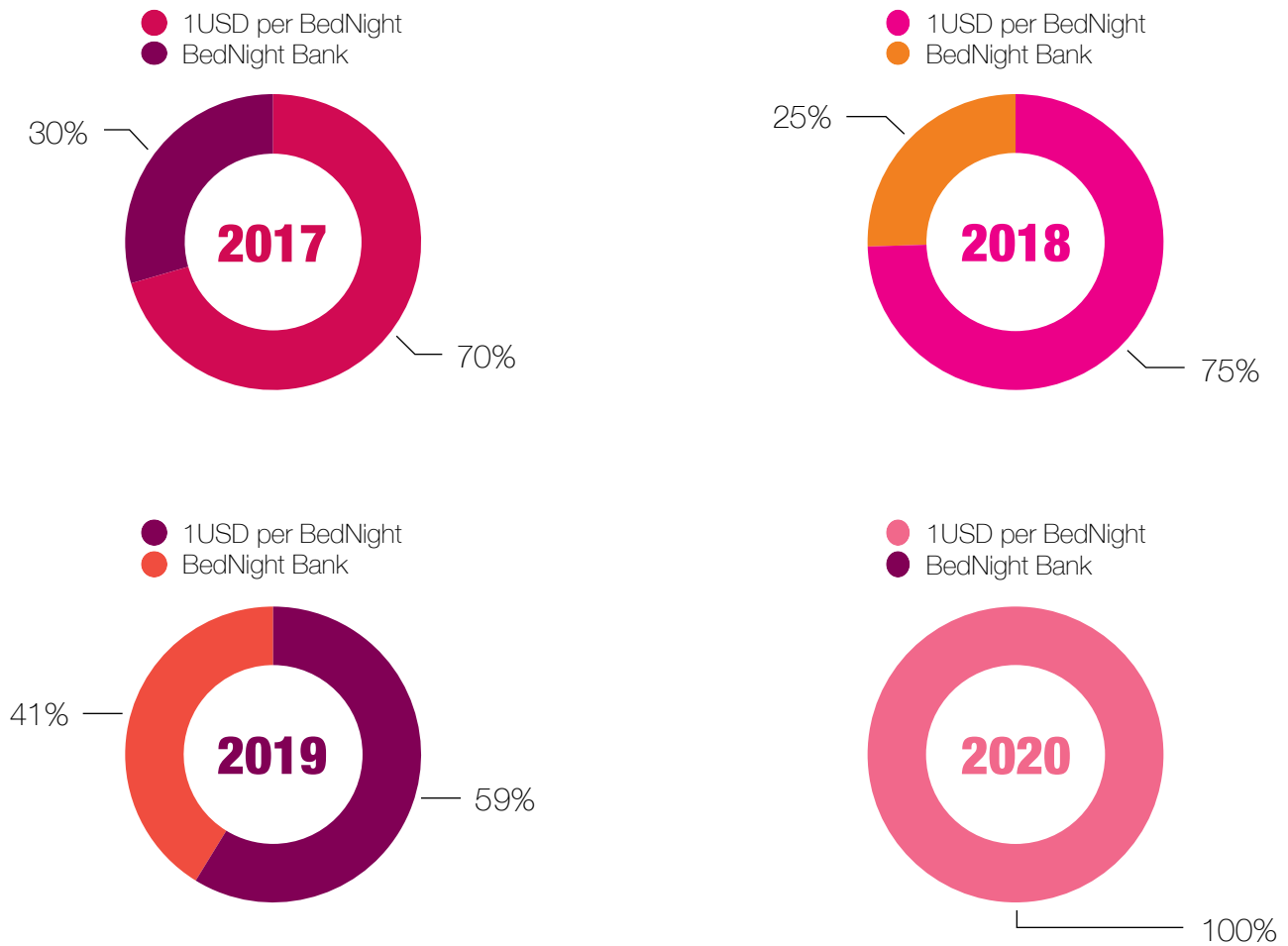
IMPACT FUND TOTALS 2017-2020



- Impact Fund Totals

*figures are in Botswana Pula

PROPORTION OF INCOME REPRESENTED BY FUNDING AVENUES (ANNUAL)



PROPORTION OF INCOME FROM FUNDING AVENUES (2017-2020 INCLUSIVE)

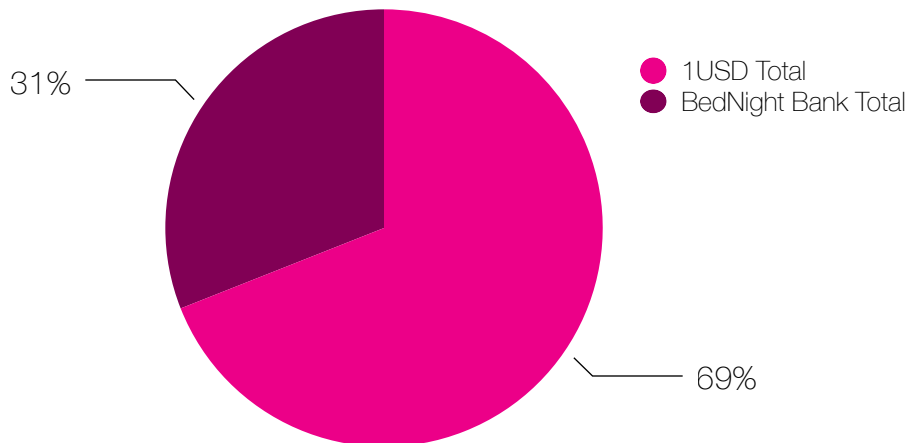


PHOTO AND ENGAGEMENT DIRECTORY

Cover. students attend class at Mathiba I Memorial School.

Content page. Craffhood baskets at sunset along the edge of the Thamalakane River.

Page 4. EEP member, Nelly, outside her new building, built with income from the program.

Page 8. children playing at Bana Ba Letsatsi.

Page 10. one of the many animals cared for at MAWS.

Page 12. Polokong staff member recording the temperatures of two elderly as part of new COVID-19 protocol at the day centre.

Page 14. WAR staff at an outreach event.

Page 16. a group of women participate in the StartUp4Kids and Feed A Child joint venture for economic empowerment.

Page 18. children at Shelter Botswana.

Page 20. construction resumes at the BBL build site.

Page 21. BBL ‘new home’ blueprint.

Page 22. a Craffhood basket weaver in Shorobe.

Page 24. an EEP artisan hand stitches a recycled bottle-cap placemat

Page 26. the Community Bus arrives at the Polokong day centre with two elderly.

Page 27. students perform at a past Tshwaragano prizegiving.

Page 28. (left to right) school staff at a past Tshwaragano prizegiving; a Chobe Holdings staff member accepts a certificate of appreciation at a past Tshwaragano prizegiving.

Page 31. a basket sourced through Craffhood.

Page 32. (left to right) participants of the Okavango Livelihoods Project attend an Asset-Based Community-Driven Development workshop in Eretsha; the Impact Team attends a Strategic Planning workshop; members of the Gunotsoga Adult-Empowerment Club perform monitoring and evaluation baselines.

Back Cover. a Craffhood basket weaver in Etsha.

STRATEGIC ENGAGEMENT FOCUS AREAS

*due to the interconnected nature of our areas of strategic engagement, some initiatives and organizations are listed more than once to account for any overlapping benefits of projects.

CHILDREN & YOUTH

- *Bana Ba Letsatsi*
- *Community Bus*
- *Chobe Holdings CSR*
- *FeedAChild, Botswana*
- *Shelter Botswana*
- *Women Against Rape*

CONSERVATION

- *Chobe Holdings CSR*
- *Maun Animal Welfare Society*

CULTURE & HERITAGE

- *Craffhood*
- *Polokong*
- *Community Bus*

WOMEN

- *Craffhood*
- *EEP*
- *Women Against Rape*
- *StartUp4Kids*

ECONOMIC EMPOWERMENT

- *Aflatoun/StartUp4Kids*
- *Craffhood*
- *EEP*
- *Women Against Rape*

Travel for Impact encourages partners to consider the intersectionality, interconnectedness and complexity of addressing challenges on the ground. Our engagement pillars were chosen with the appreciation that supporting one area, supports all others.

The images in this report were taken by Kalahari Images, Trek-Bond Creatives, and internally by the Impact team.

“

THANK YOU to our many community and corporate partners who have enabled this work to happen — your efforts make our community stronger.



+267 6864431



tfibotswana@gmail.com



www.travelforimpact.com



Travel for Impact



@travelforimpact



@TravelForImpact



The impact fund