

IMPACT FUND



REPORT 2022



Co-funded by
the European Union





IMPACT FUND

The **Impact Fund** is a social enterprise aiming to change lives by working from a grassroots level to address community identified needs in two key areas:

1. Livelihood initiatives through engaging with small and medium sized businesses.
2. Welfare support through collaborating with not-for-profit organisations which are already established in communities.

The Impact Fund is the leader in corporate social responsibility in Botswana bringing confidence to businesses who would like to support the community around them.



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A note of welcome...



We are delighted to share this Annual Report with you profiling the work that the Impact Fund is enabling for community and small business initiatives, on behalf of and through our partners. Our world is all about making a difference with a lasting impact which can only be done through the establishment of long-term partnerships. We listen, we share, and we engage in meaningful dialogue to ensure the needs of our partners are met – this may be a slow approach but for us it is the only impactful way.

This Annual Report is a celebration of what was achieved in 2022. Enjoy and thank you to all of our partners, stakeholders and supporters.



WHAT WE DO

WHAT WE DO

The Impact Fund champions corporate social responsibility through:

1. Creating a fund to **meet needs on the ground** through creating a trusted corporate social responsibility platform.
2. Believing that each company, organisation, community, and individual is unique. We provide **bespoke support**.
3. Striving to meet our stakeholder's half-way, honouring their needs. Together, we develop action plans to **help them grow**.
4. Collaborate for the **long term** with our communities.



BUILDING NETWORKS. UPLIFTING LIVELIHOODS.

WHY? Simply put... We are here to make a difference!

CHANGING LIVES FOREVER.

So, practically, what does this mean?

The Impact Fund supports livelihood developments through collaborating, capacity building, and marketing authentic community-led travel experiences. This describes "The People's Path", the first cultural tourism circuit in Northwest Botswana, co-funded by the European Union.

The Impact Fund also enables skilled artisans to access the marketplace through accessing product development expertise, training and providing marketing support.

Finally, we vet, curate and support not-for-profit organisations, bringing confidence to investors.

THE IMPACT FUND WORKS THROUGH PARTNERSHIPS.

- 1. Business Partners:** The Impact Fund was established through the generosity and commitment of the travel industry as a way to 'give-back'. This is still the foundation of our corporate social responsibility platform.

 - **1USD per Bednight:** *Travel partners contribute 1 USD per night that a guest books through their company.*
 - **The BedNight Bank:** *A funding partnership with Safari Destinations. BedNight Bank partners donate a number of bednights or flights to Safari Destinations which are managed and incorporated into clients' itineraries. The Impact Fund receives the full amount paid for those bednights/flights.*
 - **Whilst we had earmarked an expansion to our funding base in 2022 this did not happen. However, The Impact Fund is still committed to broadening the income streams through establishing "Eat for Impact": A restaurant adds an agreed amount to the bill of a customer; and "Invest for Impact": businesses and/or individuals donate an agreed amount towards the work of the Impact Fund.**

- 2. Independent CSR Partners:** The entire corporate social responsibility portfolio of a business is managed by Impact Fund aligned to the company's strategic goals.

- 3. Donor Partners:** Impact Fund responds to appropriate calls for proposals to secure additional funds to invest into partners' operations. We were fortunate to have funding from the EU in 2022, The People's Path: Leveraging ecotourism for social and economic development in northwest Botswana and to secure SADC Challenge Fund to Support Capacity Building of Women Entrepreneurs in 2022 - Enhancing Women's Economic Empowerment through Product Development.

4. Community Partners: The Impact Fund has four 'communities' where we focus our attention: Children & Youth, Conservation, Culture & Heritage, Women, and Livelihoods Development.

OUR PILLARS OF ENGAGEMENT



Children & Youth



Conservation



Culture & Heritage



Women



Livelihoods Development

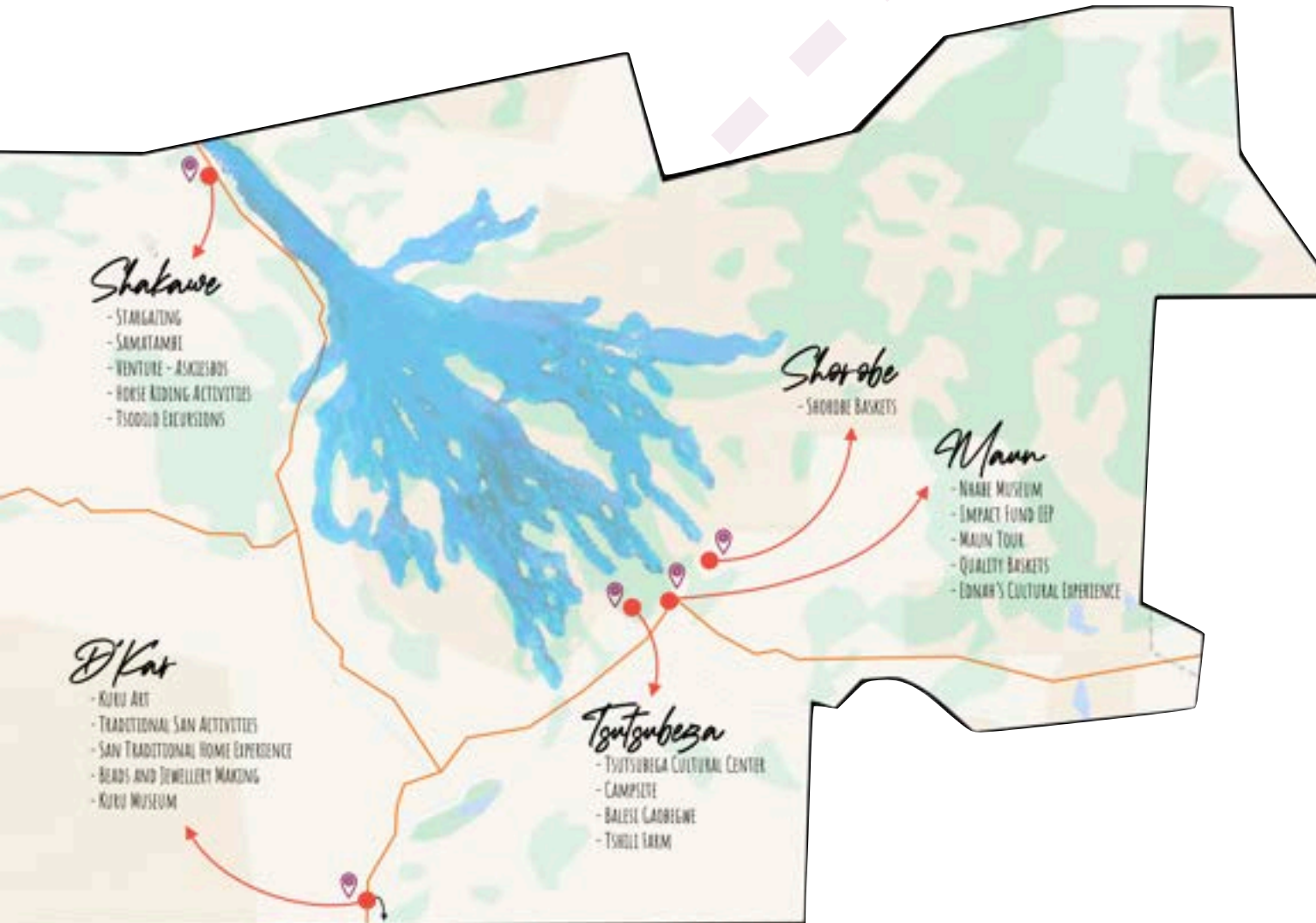


THE PEOPLE'S PATH

The People's Path allows tourists to have a culturally immersive travel experience with confidence.

The Impact Fund works in partnership with fledgling tourism businesses to allow them to enter the tourism value chain effectively and competitively. The People's Path is the first cultural route to be developed in Botswana and it will positively contribute to local economies and societies through drawing on sustainable and ethical business models, building on local knowledge and skills, and promoting lesser known destinations. This is done through mentoring, training, and marketing.

Aligned to the People's Path is the Economic Empowerment / Crafthood Programme. This allows the Impact Fund to provide focused attention, aligned to fair trade principles, to artisans who live along the People's Path; encouraging consistent and good quality products, bridging the gap between sellers and buyers with regards to negotiating price and commitment to timelines, collecting goods from hard-to-reach, remote locations, packing and shipping crafts as well as leveraging favourable export incentives such as AGOA and the EU trade incentives.



Whilst the Culture and Heritage work is implemented directly through Impact Fund, we work collaboratively with already established community organisations to meet the needs of Children and Youth, Women and Elderly and Conservation. Impact Fund secures funding to ensure these organisations are supported without having to worry about the sustainability of their existence thus allow them to meet the needs of the most vulnerable. Impact Fund focuses on securing funds for organisations' running costs that most donors won't touch e.g., electricity, transportation, rent, salaries etc. Additionally, the Impact Team raises the profile of our partners through interactive marketing, provides years of experience with respect to resource mobilisation, strategy development, governance support, advice, and reassurance and co-ordinates shared opportunities such as the community bus and funding.



BANA BA LETSATSI

Bana Ba Letsatsi (BBL) offers a range of programs to support, encourage, rehabilitate and empower children who have been orphaned, or are at risk of being failed by adults, adult-driven systems, and institutions. The Centre assists children with programs implemented in line with their needs, including: counselling, home visits, skills development, informal education, reintroduction to formal education, daily meals, clothing, shelter, transportation, medical attention, and hygiene facilities.



EDUCATIONAL INSTITUTIONS

As a commitment towards quality education and sponsorship opportunities, Chobe Holdings works with Mathiba Primary School, Khumaga Primary School, Tsodilo Junior Secondary School, Tshwaragano Junior Secondary School, and Botswana Accountancy College.





FEED A CHILD

Feed A Child addresses the basic nutritional needs of the community, specifically supporting orphans and vulnerable children under the age of five, pregnant women, and the elderly.



SHELTER BOTSWANA

Shelter Botswana provides children with early childhood education, and 3 meals a day. On leaving the pre-school, children are ready and able to take up their places in formal education.





WOMEN AGAINST RAPE

Women Against Rape prevents and responds to gender-based violence through public education, advocacy, research, and survivor support. 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. The Impact Fund specifically provides support to the Women's Shelter.



POLOKONG

Polokong Elderly Care Centre in Maun looks after the elderly members of Maun by providing meals, clothing, safe housing, companionship, nutritious porridge, and by helping with their personal care and household upkeep.



MAUN ANIMAL WELFARE SOCIETY

Maun Animal Welfare Society which provides free and subsidized veterinary services to domestic animals from low-income households as a means to protect safari wildlife from transmittable diseases carried by domestic animals. MAWS works to create a protective barrier of vaccinated domestic animals around Botswana's National Parks and Game Reserves, establishing a perimeter of vaccinated animals, to prevent disease transmission.



PSUB HERBARIUM

Peter Smith University of Botswana Herbarium (internationally indexed as PSUB) is the Herbarium at the Okavango Research Institute, part of the University of Botswana based in Maun. PSUB has been supported by Chobe Holdings since 2017. PSUB houses a comprehensive reference collection of specimens of the flora of the Okavango Delta's unique habitat, a UNESCO World Heritage Site. The Herbarium strives to work hand-in-hand with communities to create awareness and promote conservation and sustainable utilization of indigenous plants.



CROSS-CUTTING INITIATIVES

The Impact Shop: The Impact Shop is a celebratory collection of creativity featuring the work of over 30 designer-makers in a rich ensemble of jewellery, weaving, embroidery, textiles and more. We offer innovative hand-crafted products from skilled artisans in Northwest Botswana. We work with individual artisans and craft groups, striving to develop new products that appeal to domestic and international markets creating sustainable livelihoods for the artisans.

The Community Bus: The Community Bus is a collaborative project between Safari Destinations and Impact Fund. The bus provides essential services to the most vulnerable in our community through supporting our partner organisations with all their transportation need; be it enabling children to go to school, delivering food to the elderly and supporting fun activities. The bus is a lifeline.



2022 IMPACTS AT A GLANCE

THE BIG MOVE: BANA BA LETSATSI

The Bednight Bank and the contributors thereof championed the construction of the fabulous new Bana Ba Letsatsi home in Matlapana, Maun.

“To all who contributed to this initiative, you have made a huge difference in the lives of the kids. They love the building, they love the classrooms, and they call it their own building. On behalf of Bana Ba Letsatsi, I want to say thank you.” - Taboka Rotsi, Executive Director.



TRAININGS

Economic Empowerment Trainings: Nelly Morotsi credits the Impact Fund's, Economic Empowerment Programme for improving her quality of life and her family, *“Through my partnership with the Impact Fund I was able to install electricity in my house, build two more houses, fence my yard, and expand my business.”*

Glass Recycling Trainings: seven women were trained to work with an electric kiln and beading for product refining. *“From the training, we learnt that we have been using the wrong wires and glue for our necklaces. Going forward this will help a lot in producing quality products.”* - Agisanyang.

Tlhalefang Basket Weavers Trainings in Shakawe: Fifteen basket weavers were supported in fine-tuning aspects of their craft, such as sustainable harvesting methods, developing new products, product refinement, and managing customer expectations. *“I have learned the importance of sustainable harvesting because it preserves palm and this helps us make more baskets.”* - Annah Hangura. *“I learned that there are more things that I can weave besides the traditional baskets.”* - Waera Nakare.





Financial Trainings: 3 modules were developed and facilitated for individuals and businesses to be more effective in managing their finances: Personal Finances; Finance Basics For Running A Small Business; and, How to create a Business Plan.

74 people participated in the trainings: 20 ladies from Shorobe baskets, 20 representatives from Maun, 19 participants in D’Kar and 15 participants in Shakawe. ***“The training helped to understand structuring and I believe it will go a long in helping us determine who is best for which role.” - Obonye Mothowamodimo, Glass Recycling Project.***

“Thank you very much for the financial training. I did not know anything about finances and their management. I believe if I follow the teachings I will succeed in my business.” - Abel Mahupe.

“Before I went for the financial training for small businesses, business was not doing well and I was ready to throw in the towel. The training rejuvenated me and gave me new-found confidence to keep the business running. We now see social media, through discussions at the financial training workshop, in a new light and are more active in advertising our meals on social media and Whatsapp and we are getting more customers through that means of marketing.” - Ompatile Molefhe, Planet Culture Café, Maun.

ORGANIZATIONAL DEVELOPMENT/RENOVATIONS SUPPORT

Governance Training: Four organizations (Kuru Art Project, the Light of Tsustsubega Development Company, Nhabe Museum, and Kuru Development Trust) were supported with governance training, including constitutional development and effective governance. **“I want to thank Impact Fund for roping in a consultant to help develop the constitution and facilitate governance training.” - Mr Elisha, Chairperson, Light of Tsustsubega Development Company.**

Kuru Art Project: Impact Fund aided in the process of establishing Kuru Art as an independent entity. **“The Kuru Art Project is really grateful for the help that we received from Impact Fund during 2022. We greatly appreciate the assistance we got from Impact Fund during our transition to form our own company.” - Maudie Brown, Kuru Art Coordinator**

Shorobe Basketry: Impact Fund offered administrative, marketing and hosting support to Shorobe Baskets for their basket weaving classes, especially with regards to Pack Safaris. **“Our relationship with Impact Fund has greatly improved our lives and alleviated a lot of women from poverty. Gosaitse was a joy to work with and we have achieved a lot through her guidance.” - Boipuso Nyoke**

AGOA Certified: Impact Fund is AGOA certified which enables Impact Fund to sell products in the United States of America duty-free. This certification process is key to raising the competitiveness of Botswana products as import duties are waived.

Shelter Botswana: In collaboration with QPID volunteer Jordan Moreno, and Sarah Palmer, Maun resident, designed a website for Shelter Botswana. The Donation section of the website, managed to raise P82000 for the center. This donation went into extending the shelter which will now enable the center to accommodate 25 more kids and build 2 ablutions at the center. **“2022 was a bit challenging but the support of Impact Fund and other partners kept us afloat and we are thankful for the privilege to work with Impact Fund.” - George Zulu, Founder.**

Botswana Quality Baskets / Hambukushu Village: 2022 saw the renovation of Quality Baskets to create a tourist destination in its own right.

SUPPORTING EVENTS

Samochima Harvest Festival: This festival is organized by the community of Samochima as a thanksgiving event where after harvesting, the community convenes at the Kgotla and presents their harvest to the Kgosi. Impact Fund sponsored food, equipment, t-shirts, and transport. *“Impact Fund’s involvement ensured that this edition of the Samochima Harvest Festival is a success and you have put Samochima and all that it offers on the map.” - Kgosi Osenotse Koloji, Samochima.*

Kuru Art Project: Impact Fund supported logistics and transportation for the Gaborone exhibition, “A Sprout In The Dry Land”. *“Impact Fund’s support and logistical assistance was a great help for our art exhibition that we organized in Gaborone. After the artist’s bus burned down on their way from Ghanzi to Gaborone we were also very thankful to learn that the Impact Fund team managed to pick up the four artists and safely dropped them at their guest house.” - Maudie Brown, Kuru Art Coordinator*

Poetavango: Impact Fund supported the purchasing and printing of t-shirts, flyers, and posters for the Main International Arts Festival. *“One thing I can applaud Impact Fund for is their willingness to avail their resources not just finances but their team in helping organize and ensuring the event was a success.” - Thato Molosi, Poetavango Events Manager.*

Nkashi Classic: For this mokoro race organized by Botswana Wildbird Trust in partnership with the Botswana Tourism Organization, Impact Fund was involved in the sponsoring of tents and transport for polers from the Etshas. This flagship event intends to promote or establish community-led conservation economy initiatives by growing the awareness of tourism, conservation, and communities that all rely on the Okavango Delta.

SUSTAINABLE DEVELOPMENT GOALS



Goal 3: Good health and wellbeing: ensure healthy lives and promote well-being for all at all ages.
Women and Elderly.



Goal 4: Quality Education: ensuring inclusive and equitable quality education and promote lifelong learning opportunities for all.
Children and Youth.



Goal 5: Gender Equality: Achieve gender equality and empower all women and girls.
Women and Elderly.



Goal 12: Responsible Consumption and Production: Ensure sustainable consumption and production patterns.
Culture and Heritage. Conservation.



Goal 13: Climate Action: Take action to combat climate change and its impact.
Culture and Heritage. Conservation.

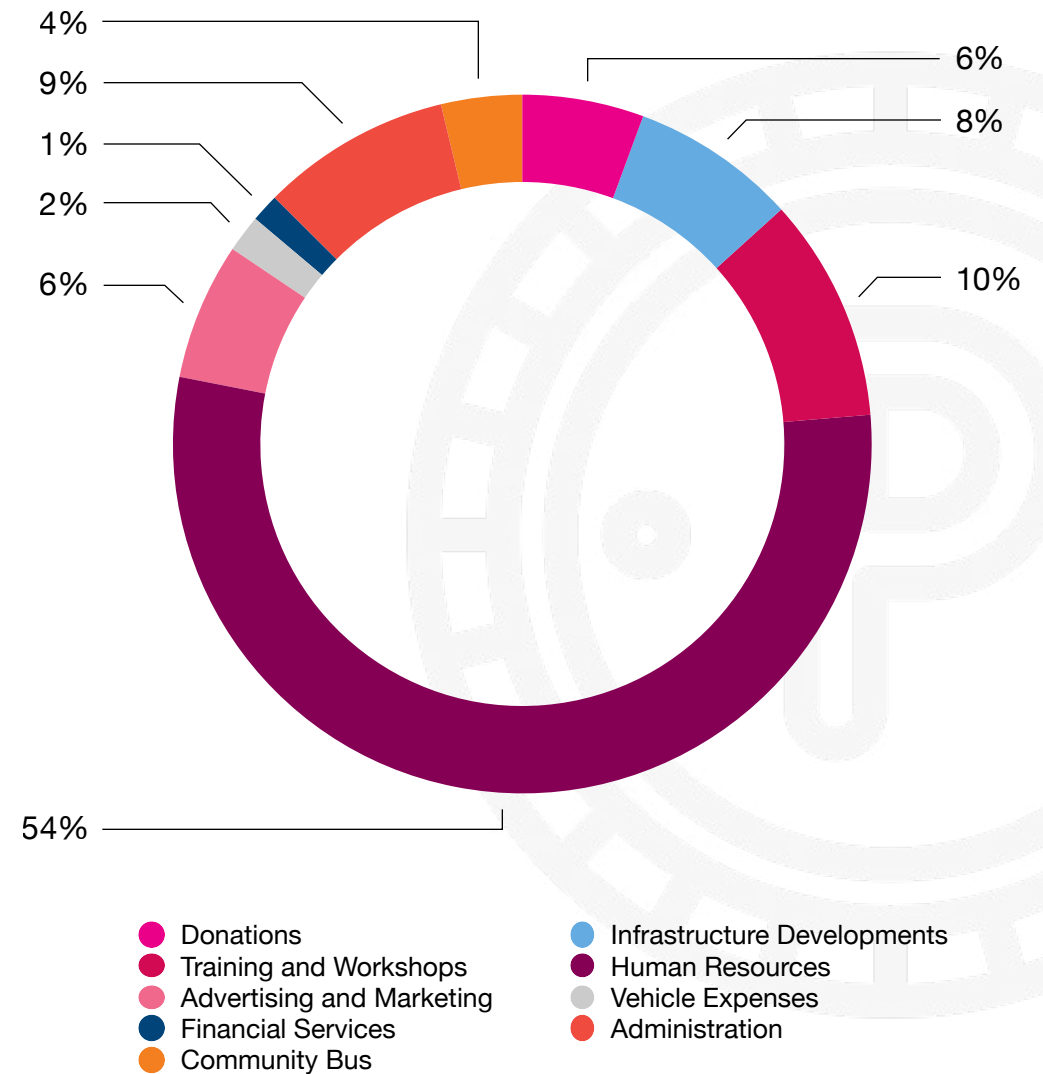
*The following represents management's best estimates rounded to the nearest whole number. These numbers present a reasonable snapshot of the organization's cash flows for the year ended 2022. For a detailed breakdown of the organization's cash flows and financial position please see the 2022 financial statements.

Figures are shown in Botswana Pula.

FINANCES

2022 REVENUE	
REVENUE TYPE	AMOUNT
1USD	547,440.00
BNB	51,305.00
Craft Sales	143,045.00
EU	3,954,860.00
SADC Challenge Fund	40,725.00
Glass Project	46,620.00
TOTAL	4,783,995.00

2022 EXPENDITURE	
EXPENSE TYPE	AMOUNT
Donations	195,000.00
Infrastructure Development	265,885.00
Training and Workshops	360,000.00
Human Resources	1,887,740.00
Advertising and Marketing	220,000.00
Vehicle Expenses	60,000.00
Financial Services	45,000.00
Administration	305,385.00
Community Bus	130,000.00
TOTAL	3,469,010.00





OUR PARTNERS

Thank you to all those that enable the work of the Impact Fund and our community partners. Without you, our vision and efforts wouldn't be possible. For more information on our partners, please visit: <https://travelforimpact.com/our-partners/>

BOARD OF DIRECTORS

Thank you to our Directors, Chandida Monyadzwe, Bashi Gaetsaloe, Michelle Adelman and Ruth Stewart, whose guidance, leadership, and expertise enables us to meet the needs of our community!



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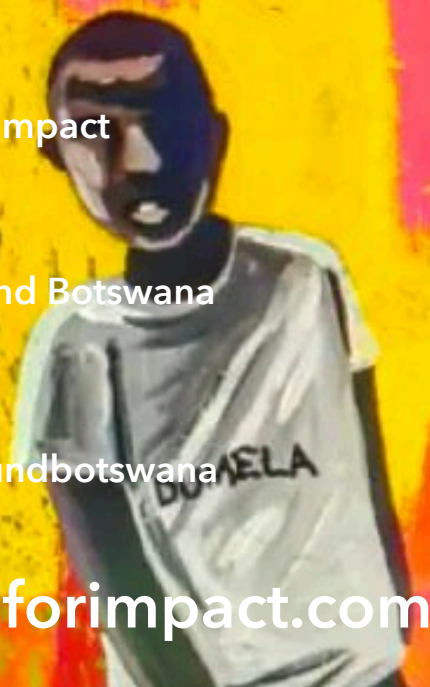


Impact Fund Botswana



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Mama

