



Travel for **impact**

October - December 2024 Newsletter

Dear All,

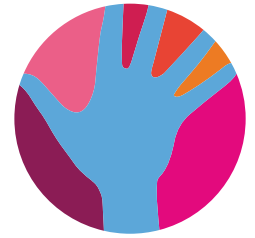
2024 was a growth year for Travel for Impact and Impact Fund with lots of lessons learned and connections made. Heading into 2025, we are inspired to see real interest and growth potential for our People's Path culture & heritage experiences and artisans. We hope you can join us to experience the joy and pride for yourselves!

With best wishes,

Ruth and the Travel for Impact Team

**See our new website
Crafted Botswana**

Momentum is Building



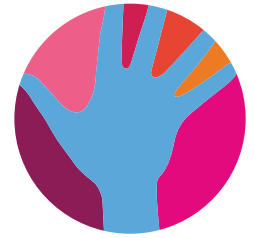
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This quarter saw both of our websites going live - [Travel for Impact](#) and [Crafted Botswana](#) - bringing increased opportunities for sharing the People's Path experiences and crafts to a wider audience. We are already taking bookings for the 15+ cultural and heritage-based experiences in Maun, Shakawe, and D'kar (including our own Maun Immersive Tour!) into the 2025/2026 seasons. Additionally the 30+ artisans benefiting from and contributing to our Economic Empowerment initiative are seeing sales growth from improved product design and exposure to wider markets.

Wondering how to give back over this holiday season? A [donation to Impact Fund](#) in honor of a special person in your life, can be an impactful alternative for gift giving. Thank you for being part of the journey and helping us further our mission of uplifting lives in the rural communities.



Building Networks. Uplifting Livelihoods.



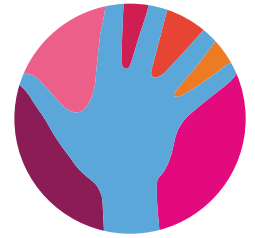
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Celebrating Botswana with JCS Botswana

Travel for Impact and JCS Botswana celebrated Botswana's Independence Day by raising a stunning 57-meter Botswana flag along Maun International Airport road. The event brought vibrant community engagement, with participants taking photos and winning prizes. We also extend a heartfelt thanks to JCS Botswana for their generous donation of kitchenware and equipment to the Kuru Arts Coffee Shop, supporting local creative spaces. This collaboration underscores a shared commitment to impactful initiatives and community growth



Building Networks. Uplifting Livelihoods.



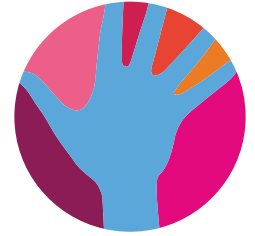
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Innovating for the Future: Ngamiland Innovation Space Project

Through our partnership with Chobe Impact, over 100 students from primary to junior secondary levels graduated the first stage of the Innovation Kgotla program. This initiative, which empowers young learners by fostering creative problem-solving and 21st-century skills, held five graduation ceremonies across four adopted schools, creating promising opportunities for youth in Ngamiland. Travel For Impact assisted in profiling and communicating the program's impact by facilitating images, write-ups, and providing logistical support, ensuring the success of this transformative program.

Building Networks. Uplifting Livelihoods.



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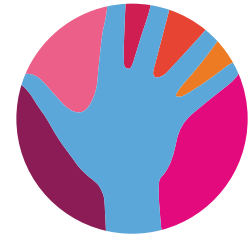


Ntlafatso Glass Project's New Kiln

The ladies of the [Ntlafatso Glass Project](#) rebuilt their traditional kiln, underscoring their resilience, ingenuity, and commitment to sustainability as they gear up to increase production in 2025. We continue to focus on improving the quality of their handmade glass products and innovating on product design. We are looking forward to facilitating exciting product development training for the glass ladies in early 2025.



Connecting Tourism to Social Change.



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The People's Path: Connecting Cultures and Communities

The People's Path initiative continues to promote local culture and responsible tourism. This quarter saw a rise in the number of People's Path Commitment's made by establishments and individual artisans and entrepreneurs along the Path. The Pledge affirms the shared commitment to collaboration and mutual support on the path to enriching local and international tourism experiences while maintaining high standards of quality and sustainability



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The People's Path Commitment

We commit to trust each other, to communicate openly, honestly, and continually with each other, and to create opportunities for growth and success for each other and for others.

We commit to uphold The People's Path Values:

Collaboration



We are stronger together.

Quality and Excellence



We take pride in our product.

Trust and Open Communication



We act with integrity and honesty.

Create Opportunities



We empower each other and others.

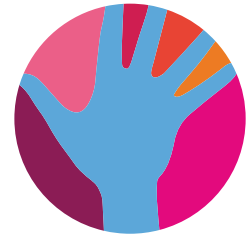
Sustainability and Ethical Practices



We respect each other and our environment.



Celebrating Culture. Embracing Sustainability.



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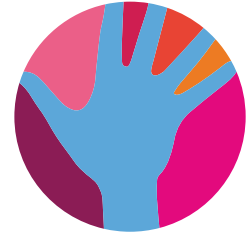


Travel for Impact at BTTE 2024

At the Botswana Travel & Tourism Expo (BTTE) in Kasane, Travel For Impact highlighted its commitment to sustainable tourism, cultural promotion, and fostering global connections. The event drew increased interest from international buyers, opening new opportunities for collaborations that build on our existing strong partnerships.



Celebrating Culture. Embracing Sustainability.

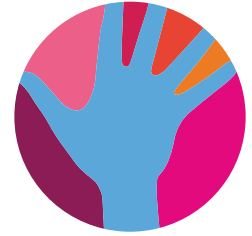


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Habu Trainings
Eight artisans in Habu Village recently benefited from a series of technical skills training and market readiness workshops. Funded by Conservation International in partnership with Wild Entrust, the training sessions were facilitated by Impact Fund (IF) and master weavers from Botswana. Across multiple training sessions of 3 to 5 days each, participants were introduced to basket weaving, alternative materials, sustainable harvesting practices, pricing strategies, and quality control assessment. These sessions aimed to enhance artisanal skills and prepare participants for broader market opportunities.

Shared Learning. Shared Inspiration.



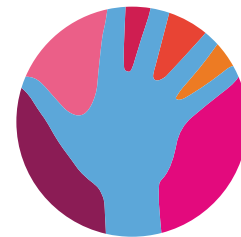
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Crafted Botswana: A Year of Growth and Recognition

This year, we were fortunate to inherit the Crafted Botswana site from Safari Destinations and we are delighted with this opportunity to reach a broader audience for our producers. The artisans have also benefited from numerous product development training sessions which have been followed by increasing demand for the products from local safari camps and curio shops. The newly launched [Crafted Botswana website](#), enhances visibility, laying the groundwork for international shipping which is set to begin in 2025. Please bookmark the site to keep an eye on the growing number of available products designed and developed by our talented artisans. We are grateful to IFCD, UNESCO for supporting us with regard to these activities.



Shared Learning. Shared Inspiration.



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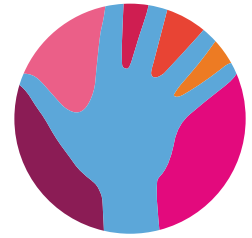


Looking Ahead: Annual Strategic Review and Planning Meeting

In November, the Impact team met for our annual strategic review and planning meeting to discuss key achievements, future projects and team goals. The session reinforced our focus on responsible and sustainable tourism, allowing for discussions about upcoming, exciting new opportunities in the new year and reinforcing our commitment to intentional organisational and team development.



Travel for Impact Other News



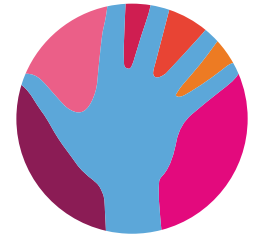
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Bana Ba Letsatsi

As the year comes to a close it is also time for us to re-ignite our spirit of giving through the Bed Night Bank. For this year's Bed Night Bank fundraiser event, we've focused some attention on Bana Ba Letsatsi's Sunshine Hall as a clear example of how strategic collaboration can contribute to the community through Safari Destination's motivation and Travel For Impact's coordination as well as various tourism operators' contributions.



Thank you to our partners!



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A big thank you to our Travel Partners whose support enables us to do what we do.

1USD Partners: Africa Pride, Africa Voyage, Botswana Holidays, Capricorn Safaris, Capture Africa, Desert & Delta Safaris, Drumbeat Safaris, The Elephant Trails Safari Co, Endeavour Safaris, Ker & Downey Botswana, Letaka Safaris, Miyaka Travels, Madiba, Africa Inspiration, Outback Africa, Rainbow Tours, Safari Destinations, Safari Essence, Safari Specialists, Sense of Africa, Explorations Company, Yoga Safaris.

Bednight Bank Partners 2024: & Beyond, African Bush Camps, Belmond Safaris, Bushways Safaris, Cresta Maun, Great Plains Conservation, Helicopter Horizons, Island Safari Lodge, Letaka Safaris, Lodges of Botswana, Machaba Safaris, Mack Air, The Maun Garden Studio Bed & Breakfast, Sanctuary Retreats, Setari Camp, Thamalakane River Lodge.

Donor Partners: European Union, UNESCO,
International Fund for Cultural Diversity (IFCD).

To continue supporting our Economic Empowerment Programme and Crafthood Shop contact - gosa@travelforimpact.com / +267 7347 3897 or go directly to our donation page on <https://travelforimpact.com/donate-for-impact/>.

CHANGING LIVES FOREVER

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The People's Path
Celebrating Culture & Heritage

